

# VISCHER ADVISED MEDIASHOP IN ITS BTOC AND UBTC SWITZERLAND'S ACQUISITION

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The German/Austrian retail group **MediaShop** has acquired the Swiss online retailer BtoC and the mail order business of UBTC Switzerland. The transaction was structured as a share and asset deal and marks a further cornerstone in MediaShop's growth strategy.

## The advisors

**VISCHER [advised](#) MediaShop on the Swiss law aspects of this cross-border transaction. The team was led by Gian-Andrea Caprez (Partner, Corporate/M&A - pictured) and included Christian Gutzwiller (Associate, Corporate/M&A), Florian Angstmann (Associate, Corporate/M&A), Marc Ph. Prinz (Partner, Employment) and Florian Schaub (Senior Associate, Employment).**

**[As previously reported by Legalcommunity.ch](#), Lenz & Staehelin [advised the sellers in this transaction](#). The team comprised Tino Gaberthüel, Simone Ehram and Lukas Held (all M&A).**