



PRESS RELEASE

Paris, 15 July 2021

Hoche Avocats advises MC Energy shareholders in connection with the acquisition of MC Energy by Royal Unibrew

Hoche Avocats advised MC Energy shareholders in connection with Royal Unibrew's 100% acquisition of MC Energy, a French energy drink company with a 10% market share, whose brand is Crazytiger energy drink.

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Legal advisor to the sellers: **Hoche Avocats**: corporate | M&A - Grine Lahreche (partner), Christophe Bornes (counsel); tax – Jérôme Mas (partner); IP/IT - Frédérique Forget (partner), Anne-Charlotte Barthélemy.

M&A advisor to the sellers: **BNP Paribas Conseil Corporate**: Isabelle Penaud and Gaëtan Becavin.

Vendor due diligence: **KPMG Transaction Services**: Antoine Bernabeu et Charles-Boris Pavard.

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Legal and tax advisor to Royal Unibrew: **CMS Francis Lefebvre**: corporate | M&A - Jean-Robert Bousquet (partner), Marion Houdu; labour law - Caroline Froger-Michon (partner), Aurélie Parchet, Camille Baumgarten; social protection - Florence Duprat-Cerri (counsel) and Clara Valette; contract and intellectual property - Anne-Laure Villedieu (partner), Mathilde Biermann and Joséphine Colin; economic and customs regulation - Vincent Lorieul (counsel), Marine Bonnier, Noémie Bonnefont (paralegal); real estate law - Géraldine Machinet (counsel) and Héloïse Gimbert.

M&A advisor to Royal Unibrew: **KPMG**: Rémy Brocquet and Arnaud Demeocq.

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About Hoche Avocats:

Hoche Avocats is French law firm close to 80 lawyers and legal professionals, including 21 partners. The firm offers French and international customers comprehensive support and legal advice in major business law practices. Hoche Avocats accompanies and assists its clients throughout all stages of their project development. Hoche Avocats assist them in meeting their current challenges and achieving their growth targets. For more information, please visit our website: www.hoche-avocats.com

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