

FOSTEC & Company advises INVICTO on the acquisition of LotteStyle GmbH

With the acquisition of LotteStyle GmbH, the investment company INVICTO Holding GmbH is financing the first investment for the newly founded empact brands GmbH, which will consolidate and further develop sustainable Amazon power-sellers under one roof. Stuttgart-based strategy consulting boutique FOSTEC & Company advised INVICTO as part of the commercial due diligence.

Stuttgart, 17.08.2022. With the acquisition of the Amazon power-seller LotteStyle, the Düsseldorf-based investment company INVICTO carries out the first transaction of the newly founded empact brands GmbH. empact brands focuses on the consolidation and further development of sustainable Amazon power-sellers. The company is acquiring LotteStyle as part of a succession plan. Since its founding, LotteStyle GmbH has been selling in the areas of baby fashion, swimwear for women and clothing for women primarily as a power-seller on Amazon and eBay. The company operates under the three brands TupTam, Aquarti and Alkato.

The strategy consulting boutique FOSTEC & Company with its team around Managing Partner [Markus Fost](#) comprehensively supported the client INVICTO Holding in the transaction. The consultancy included the commercial due diligence including the analysis of the digital value chain as well as all E-commerce activities. *"FOSTEC advised us in the context of a commercial due diligence of an Amazon power-seller. The team's market and technology expertise made it very easy for us to enter the industry. In addition to the CDD, we appreciate the team's networking approach, which also gave us good ideas for recruiting digital talent and the operational development of our acquisition."* says [Ferdinand von Hammerstein](#), Managing Director of INVICTO Holding GmbH about the cooperation with FOSTEC & Company.

M&A Buy-side

 LotteStyle

LotteStyle GmbH

an Amazon power-seller for baby fashion, women's swimwear and women's fashion has been acquired by

INVICTO

FOSTEC & Company advised the buyer
INVICTO Holding GmbH in 2022

 FOSTEC & COMPANY

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About FOSTEC & Company

FOSTEC & Company is the leading, independent and owner-managed strategy consulting boutique with a focus on digitalization and e-commerce. Linked to the nucleus of strategy, our range of services includes the development & adaptation of customized digital business models, e-commerce distribution strategies and the associated digital transformation of companies. As a subsidiary of FOSTEC Ventures GmbH, we see ourselves as strategy consultants and entrepreneurs in one breath. With our experience from various private equity-funded ventures, we not only provide support in strategy development, but also bring our expertise to bear in operationalization and implementation. Together with our clients we develop intelligent and practical solutions.

About INVICTO Holding GmbH

Since its foundation in 2010, INVICTO has been investing in innovative companies that are leaders in their market niche and want to achieve new growth targets together. As one of the first specialists in the small-cap sector in Germany, INVICTO has known the typical fields of action and opportunities of growth

companies for over 10 years. Its investment focus is on technologically innovative companies with a sustainable business model. INVICTO founded empact brands GmbH as an aggregator company, which in the future will bundle and further develop selected, sustainable Amazon power-sellers under one roof with the involvement of other investors.

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