

PRESS RELEASE

ADVANT Beiten and ADVANT Nctm Advise Wienerberger on the Acquisition of the Italcera Group

Berlin, 26 February 2026 - The international law firm ADVANT Beiten is advising Wienerberger AG, a leading international provider of building materials and infrastructure solutions, on the acquisition of the Italcera Group.

Wienerberger, headquartered in Vienna, is a globally active producer of pipe systems, façade materials, roofing materials, wall-building materials, pavers and solar systems. With this transaction, Wienerberger continues its international growth strategy and supplements its product portfolio.

The Italcera Group is a globally active manufacturer of premium ceramic products with production sites in Italy and Spain. The company employs nearly 1,200 people and generated revenues of approximately EUR 350 million in 2025. In a first step, Wienerberger will acquire 50 percent plus one share from the sellers. A call option to acquire the remaining shares is scheduled for the first half of 2027.

The merger control aspects of the transaction are led by ADVANT Beiten partners Uwe Wellmann and Christoph Heinrich, who jointly oversee the German merger control proceedings. In addition to the filing with the German Federal Cartel Office (Bundeskartellamt), they are coordinating the parallel filing in Austria in close cooperation with E+H (Vienna).

The M&A workstream is led by an E+H team headed by partner Josef Schmidt and associate Alina Holzer. ADVANT Nctm partners Matteo Trapani and Filippo Ughi are responsible for the Italian aspects of the transaction and, together with a multidisciplinary team, provide comprehensive advice on Italian law. Cuatrecasas advises in Spain. Legance represents the sell-side.

ADVANT regularly advises Wienerberger AG on strategic transactions. These include, among others, the largest acquisition in the company's history to date – the acquisition of significant business operations of the French Terreal Group, which substantially strengthened Wienerberger's position in the roofing and solar solutions sector. By once again advising on a cross-border transaction, ADVANT underscores its integrated European platform and the close cooperation of its teams in complex M&A and merger control mandates.

Advisor Wienerberger AG:

ADVANT Beiten: Uwe Wellmann (Berlin) and Christoph Heinrich (both lead partner), Dr Cathleen Laitenberger (both Munich, all Antitrust).

ADVANT Nctm: Matteo Trapani und Filippo Ughi (both lead partner), Stefano Casamassima, Marianna Loprevite und Giacomo Zagaria (all Milan, all Corporate/M&A).

Public Relations

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About ADVANT Beiten

ADVANT Beiten is the German member firm of ADVANT, a distinctly European association of independent law firms focused on helping you navigate the complex and nuanced legal and commercial landscape of Europe.

Founded in 1990, ADVANT Beiten is an independent law firm with around 250 lawyers at six offices across Germany as well as in Belgium, UK, Russia and China.

As one of the leading commercial law firms in Germany, ADVANT Beiten advises medium-sized companies, large corporations, banks, foundations, and public sector organisations on German and international commercial law.

We work seamlessly with **ADVANT** member firms to advise, support, and represent our clients in all legal matters pertaining to their business activities, both in Germany and around the world. This includes working with other advisors from our worldwide network of top-tier firms.