

## **ASTON LAW FIRM ADVISES ALLTRICKS**

The partners of Aston are pleased to have successfully participated as a legal advisor in a new fundraising transaction worth 2.9 M€.

At this occasion, Aston's founding Partner Olivier Sanviti and his team has advised Alltricks, the specialist in the distribution online of bikes, replacement parts and bike accessories, with a turnover of 20M€ in 2013.

The Venture, NICT, Intellectual Property and Labour Law departments of Aston were involved in this operation.

This fundraising will allow Alltricks to pursue its international development. In fact, in 2014 the company aims to make 20% of its turnover from sales abroad. It intends to conquer the European market starting by Belgium, Germany, Portugal, Italy and Spain. Alltricks plans to engage some bilingual or native bike specialists that will deal with locally based partners.

For more details, <http://aston-avocats.com/index.php/fr/nous-suivre/blog-aston/175-aston-societe-d-avocats-conseille-alltricks-levee-de-fonds>