

Luther advises HBC Group on the consolidation of its Hamburg-based insurance brokers

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Luther Rechtsanwaltsgesellschaft mbH has advised Hanseatic Broking Center GmbH (HBC) on the integration of its Hamburg-based insurance brokerage activities as part of its 'buy-and-build' strategy. As part of the merger, five established insurance brokerage firms and their respective subsidiaries are being consolidated into Robert Schüller Versicherungsmakler GmbH, which will in future operate under the name Hanseatic Broking Center Versicherungsmakler GmbH.

The merger comprises ScanBrokers Versicherungsmakler GmbH, Total Consulting Versicherungsmakler GmbH, Barg & Büttner GmbH, ALBIS Assekuranzmakler GmbH and VVDG Verlags- und Industrieversicherungsdienste GmbH. By bringing these companies together under a single brand, HBC is strengthening its presence in the Hamburg market and laying the foundations for closer integration of the specialist expertise and resources of the participating companies.

Luther advised on the transaction with a team led by M&A and PE partner Dr Joachim Heinemann. The firm was responsible for providing legal advice on the merger and supported HBC in the seamless implementation of the corporate law procedures. In doing so, the Luther team managed the transaction process largely behind the scenes and, through efficient coordination and execution, ensured that the involvement of HBC's staff could be kept to a minimum.

"The merger of our established insurance brokers was a complex transaction and involved around 20 mergers and transformations, which required precise legal structuring and close coordination between all parties involved. We particularly appreciated the fact that Luther managed the process very independently and efficiently, thereby significantly easing the burden on us in our day-to-day business. With a high level of specialist expertise and a deep understanding of our strategic objectives, the team made a significant contribution to the successful completion of the transaction, whilst adhering to the tight timetable. We would like to thank the team for their professional and seamless support throughout this important step in the further development of our group," says Johannes Schmidt, COO and Managing Director of the HBC Group.

The aim of the integration is to combine the established client relationships and long-standing expertise of each individual insurance broker with the resources and specialisation opportunities of a larger entity. Clients will continue to be looked after by their trusted contacts whilst also having access to an expanded range of advisory services and additional specialist expertise.

Furthermore, this consolidation creates the conditions for scaling digital processes more efficiently, strengthening the clients' position vis-à-vis insurers and expanding collaboration across different insurance lines and sectors. In doing so, HBC is responding to rising regulatory requirements, more complex risk scenarios and the growing demand for specialised insurance advice.

About the HBC Group

Hanseatic Broking Centre (HBC) is a dynamically growing platform for insurance brokers and underwriters, based in Hamburg. Formed in 2022 through the merger of established specialist brokers and an underwriter, HBC now serves over 40,000 clients across 15 insurance lines and manages a premium volume of more than 600 million euros. Bridgepoint has been the majority shareholder of the group since 2025. With over 50 companies across more than 20 locations in Central and Northern Europe, the group combines regional proximity to clients and specialist expertise with scalable structures and digital solutions, tailored to the requirements of medium-sized and international companies.

For HBC

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<https://www.luther-lawfirm.com/en/newsroom/press-releases/detail/luther-advises-hbc-group-on-the-consolidation-of-its-hamburg-based-insurance-brokers>