

# Harald Maag

Ph.D. in law, lic. rer. publ.,  
Attorney-at-Law, Partner

## LANGUAGES:

German  
English  
French  
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## Vita

Harald Maag is a partner in Bratschi's corporate and transactional team. Harald Maag is a proven expert for national and international mergers and acquisitions, restructurings and joint ventures. He has many years of experience in all phases of investment processes and private equity transactions. His practice also includes corporate, commercial and contract law.

## Professional career

- Partner, Bratschi Ltd. (since 2010)
- Partner and associate, meyerlustenberger lachenal (2002-2010)
- Legal Department, Primus Telecom, Melbourne, Australia (2001-2002)
- Research assistant, University of St.Gallen Law School (1993-1995)

## Education

- Dr. iur., University of Basel (2002)
- lic. iur., University of St.Gallen (1994)
- lic. rer. publ., University of St.Gallen (1988-1992)
- Helsinki School of Economics and Business Administration (1990)

## Other activities

- Honorary Consul General of Norway

## Awards

- listed as «notable practitioner» for «M&A» by IFLR1000 (2022)
- listed as «notable practitioner» for «M&A» by IFLR1000 (2021)
- recommended for «Commercial, Corporate and M&A» by Legal500 (2021)

## Memberships

- Swiss Bar Association (SAV)
- Zurich Bar Association (ZAV)
- Swiss Private Equity & Corporate Finance Association (SECA)
- Corps Consulaire Zurich

## Expertise

Employment Law, Stock Exchange Law, Financial Services Law, Company Law, Commercial Law, Collective Investment Law, Sports Law, Mergers and Acquisitions (M&A), Contract Law

## Practice Groups

Employment Law, Corporate and Transactions

## Industry Groups

Sports

## Publications

## Switzerland - Corporate Acquisitions and Mergers

Aliotta Elisa and Arpagaus Reto and Barrot Michael and Bazzi Claudio and Bieri Adrian and Blickenstorfer Kurt and Corvi Nicola and Herren Tobias and Jecklin Barbara and Jenoure Cédric and Jörg Florian S. and Maag Harald and Moser Martin and Mosimann Daniel and Peter Thomas and Rüedi Pascal and Schönenberger Thomas and Wind Christian and Wohlgemuth Sascha, in: Begg Peter F.C. (ed.), International Handbook - Corporate Acquisitions and Mergers, The Netherlands 2024. This is a reprint from the «International Handbook - Corporate Acquisitions and Mergers: Switzerland», published by Wolters Kluwer, The Netherlands 2024, with the permission of Kluwer Law International. Copyright: Bratschi AG, 2024.

## Vollzug des Kaufvertrags (Closing)

Maag Harald, in: Florian S. Jörg / Urs P. Gnos / Lorenzo Olgiati (Hrsg.), Mergers & Acquisitions, Handbücher für die Anwaltspraxis, Basel 2022, S. 434 ff. und 767 ff.

## Switzerland - Corporate Acquisitions and Mergers

Aliotta Elisa and Arpagaus Reto and Barrot Michael and Bazzi Claudio and Bieri Adrian and Blickenstorfer Kurt and Corvi Nicola and Eglin Ion and Herren Tobias and Jecklin Barbara and Jenoure Cédric and Jörg Florian S. and Maag Harald and Moser Martin and Mosimann Daniel and Peter Thomas and Rüedi Pascal and Schönenberger Thomas and Wind Christian and Wohlgemuth Sascha, in: Begg Peter F.C. (ed.), International Handbook - Corporate Acquisitions and Mergers, The Netherlands 2022«This is a reprint from the «International Handbook - Corporate Acquisitions and Mergers: Switzerland», published by Wolters Kluwer, The Netherlands 2020, with the permission of Kluwer Law International. Copyright: Bratschi AG, 2022.»

## Kapitalmassnahmen und Kapitalschutz

Maag Harald / Christian Beutter, in: Fabiana Theus Simoni / Isabel Hauser / Harald Bärtschi (Hrsg.), Handbuch Schweizer Aktienrecht - Musterdokumente, Checklisten und Übersichten für die Praxis, 2. Aufl. Basel 2022, S. 1241 ff.

## Switzerland - Corporate Acquisitions and Mergers

Aliotta Elisa and Arpagaus Reto and Babey Adélaïde and Barrot Michael and Bazzi Claudio and Bieri Adrian and Blickenstorfer Kurt and Boss Walter and Dannacher Myriam and Eglin Ion and Herren Tobias and Jecklin Barbara and Jenoure Cédric and Jörg Florian S. and Maag Harald and Monge Stefanie and Moser Martin and Mosimann Daniel and Peter Thomas and Rüedi Pascal and Schönenberger Thomas and Villard Alain and Wind Christian and Wohlgemuth Sascha and Zraggen Pascal, in: Begg Peter F.C. (ed.), International Handbook - Corporate Acquisitions and Mergers, The Netherlands 2020«This is a reprint from the «International Handbook - Corporate Acquisitions and Mergers: Switzerland», published by Wolters Kluwer, The Netherlands 2020, with the permission of Kluwer Law International. Copyright: Bratschi AG, 2020.»

## Kapitalerhöhung und Kapitalherabsetzung

Maag Harald und Jörg Florian S., in: Theus Simoni Fabiana/Hauser Isabel/Bärtschi Harald (Hrsg.), Handbuch Schweizer GmbH-Recht - Musterdokumente, Checklisten und Übersichten für die Praxis, Basel 2019, S. 1027 ff.

## Switzerland - Technology M&A 2020

Arpagaus Reto, Bieri Adrian, Maag Harald, Rizzi Marco, in: Getting The Deal Through - Technology M&A, 2019<div class="content">Reproduced with permission from Law Business Research Ltd. This article was first published in Getting the Deal Through: Technology M&A 2018, (published in November 2018; contributing editors: Wood William D., Miller Neil Q., Stebbing Holly, Varnado Lauren W. and Ibrahimov Ayaz). For further information please visit > <a target="\_blank" href="http://www.gettingthedealthrough.com/">www.gettingthedealthrough.com</a>.</div>

## Switzerland - Technology M&A 2019

Arpagaus Reto, Bieri Adrian, Maag Harald, Rizzi Marco, in: Getting The Deal Through - Technology M&A, 2018<div class="content">Reproduced with permission from Law Business Research Ltd. This article was first published in Getting the Deal Through: Technology M&A 2018, (published in November 2018; contributing editors: Wood William D., Miller Neil Q., Stebbing Holly, Varnado Lauren W. and Ibrahimov Ayaz). For further information please visit > <a target="\_blank" href="http://www.gettingthedealthrough.com/">www.gettingthedealthrough.com</a>.</div>

## ‘Adieu à la Société Anonyme’ - Neue Meldepflichten für Aktionäre und Gesellschafter

Jörg Florian S., Maag Harald und Eggenberger Jennifer, Compliance Newsletter BWB, Juni 2015

## Kapitalmassnahmen

Maag Harald, in: Willi Fischer/Helke Drenckhan/Michael Gwelessiani/Fabiana Theus Simoni (Hrsg.), Handbuch Schweizer

## **Der indirekte Gegenvorschlag zur Abzocker-Initiative verabschiedet**

Maag Harald, Newsletter BWB 03/2012

## **Due Diligence und Vertragsgestaltung**

Maag Harald, in: 9. Schweizer Private Equity & Corporate Finance Kongress, Präsentation vom 9. Dezember 2009

## **M&A Activity in Switzerland**

Maag Harald, zusammen mit Vogel Alexander/Müller Wolfgang, in: International Financial Law Review (IFLR), Guide to Mergers & Acquisitions 2007, S. 9 ff.

## **Revision des Schweizer Kartellgesetzes und neue Regeln über vertikale Vereinbarungen**

Maag Harald, in: Seminar organisiert durch die Handelskammer Deutschland-Schweiz, Präsentation vom 3. September 2003

## **Aktuelle Regulierungsvorhaben im Bereich der Medienkonzentration**

Maag Harald, in: Medialex 3/2003, S. 163ff.

## **Medienkonzentration – zur Reichweite des fusionskontrollrechtlichen Instrumentariums**

Maag Harald, Diss. Basel 2002

## **News**

### **IFLR1000-Ranking 2025**

Bratschi freut sich sehr über die Anerkennung in den diesjährigen IFLR1000-Rankings – sowohl auf kollektiver Ebene als Kanzlei als auch durch die individuellen Auszeichnungen unserer engagierten Anwältinnen und Anwälte.

Diese Platzierungen unterstreichen unser kontinuierliches Bestreben, unseren Klientinnen und Klienten höchste Qualität und Fachkompetenz in allen Bereichen des Wirtschaftsrechts zu bieten.

Ein herzliches Dankeschön an unser gesamtes Team für die hervorragende Arbeit und das tägliche Engagement – und Gratulation an alle, die in diesem Jahr ausgezeichnet wurden!

30.10.2025