ANDERSEN ADVISES PEOOPLE ON THE ACQUISITION OF 21BUTTONS

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The firm's M&A practice has advised the social network on the acquisition of the fashion

application in a transaction led by partner Javier Bustillo

Andersen has advised Peoople, a Spanish start-up based on a social network of recommendations, on the acquisition of the Catalan start-up 21Buttons, a fashion social network with presence in Spain and Latin America, which will become part of Peoople.

This transaction will create the largest social commerce group in Spain and Latin America, with a total of more than 28 million users worldwide. Through this investment, Peoople expects to reach a turnover of between 3 and 5 million euros by 2021.

Andersen partner Javier Bustillo (pictured), together with the firm's M&A team, has led the legal advice to Peoople in this transaction.