

# ASHURST ADVISES ABE CAPITAL ON PLAIN CONCEPTS MAJORITY ACQUISITION

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Category: [Archive](#)



**Ashurst has advised Private Equity firm ABE Capital Partners on the acquisition of 73 per cent stake in technology company Plain Concepts**



ABE Capital Partners, an investment management company specialised in investing in small and medium-sized companies with high growth potential, has acquired a majority stake in Plain Concepts, a leading company in projects for the digital transformation of companies, and will accompany in its process of national and international expansion.

Plain Concepts, founded in 2006 by 4 Microsoft MVP (Most Valuable Professional), has experienced double-digit growth over the last few years (turnover close to €30 million) and now has over 350 employees. The company was created with the aim of developing and facilitating the adoption of new technologies aimed at improving productivity and processes for all types of companies. Its team includes top-level specialists in disruptive developments in Artificial Intelligence, Mixed Reality, Big Data, Blockchain, IoT and Cloud.

The company has offices in Bilbao, Madrid, Barcelona and Seville and international headquarters in the United States, the United Kingdom, Germany and the Netherlands. The entry of ABE Capital Partners will enable the company to strengthen its leading position in the domestic market and to continue its international expansion.

Pablo Peláez will continue to head the management team. The deal value has not been disclosed.

Ashurst advised ABE Capital Partners with a team led by Commercial/M&A partner, Madrid office managing partner and global executive team member Jorge Vázquez (pictured centre) and included Tax partner Javier Hernández Galante (pictured top left), Labour partner Diana Rodríguez (pictured middle left), Tax counsel Jorge Ramírez (pictured bottom left), Commercial/M&A counsel Francisco Vázquez Oteo (pictured top right), Commercial/M&A associate Isabel Matute (pictured middle right) and Labour associate Carmen Gordillo (pictured bottom right).