

BAKER MCKENZIE IN THE ACQUISITION OF ADPONE

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The private equity firm Magnum Capital has acquired Barcelona-based programmatic advertising company AdPone.

The two companies have combined sales of almost €85 million.

The acquisition of AdPone has been carried out through Belmont Corporate Services, a company set up by Magnum to buy SunMedia and more than 60% owned by the fund; the rest is in the hands of the previous owners of the adtech company. This vehicle controls 100% of the two advertising technology companies and the founders of AdPone have now joined its shareholding: Alex Martínez, Ricard Luquero and Pablo Martínez de Salinas.

With this acquisition, Magnum's adtech group, led by Fernando García -CEO of SunMedia-, strengthens its internationalisation and its positioning in the value chain of this business. Despite the integration of AdPone, the founders will continue to lead the firm.

You are Capital has acted as financial advisor in the sale and purchase of AdPone, and Baker McKenzie and Herbert Smith Freehills have acted as legal advisors.

Baker McKenzie has advised Adpone and the sellers with partners **Juanjo Corral** and **Jaime Martinez-Íñiguez** and the team leader **Javier Méndez** (all pictured from left to right).