

CAIADO GUERREIRO ADVISES ON 32M SALE OF HANG MY ADS

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Caiado Guerreiro advised on selling the Portuguese company Hang My Ads to the Canadian Clearpier in an overall deal worth approximately 32 million euros. Hang My Ads, founded by Sara Lameira and Rodrigo Jogo, has managed mobile application campaigns for a decade. Under the agreement, the founders of the Portuguese company will continue to run the business from Lisbon.

The deal was developed by the firm's M&A team, led by **Joana Gomes dos Santos**, who highlights "the important and successful role of the office team and all those involved. **Ana Castro Gonçalves**, lawyer and partner in the tax department, also participated in the transaction.