

CUATRECASAS PORTUGAL ADVISES BAUER ON ACQUIRING MEDIA CAPITAL RÁDIOS

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Cuatrecasas Portugal has advised Bauer Media Audio on acquiring Media Capital Rádios



Cuatrecasas Portugal has advised the German company Media Audio Holding, Europe's leading digital commercial radio broadcaster and audio operator, on acquiring Media Capital Rádios (MRC II), which includes Rádio Comercial, M80, Cidade FM, Smooth FM, and Vodafone FM; as well as an extensive digital portfolio, including 30 radio stations and over 60 podcasts.

Bauer Media Audio is part of the Bauer Media Group, established in Hamburg in 1875, and one of the largest private media companies in the world. It reaches 200 million consumers across the globe and operates in 14 countries, specialising mainly in the magazine and radio market.

Advising during the transaction was a multidisciplinary Cuatrecasas team led by partner João Mattamouros Resende (pictured left) (Corporate and M&A), and including partners Pedro Marques Bom (pictured right) (Competition and EU Law) and Joana Mota Agostinho (pictured centre) (Intellectual Property, Technology, Media, and Communications). The team also had the support of associates, including Ana Helena Farinha (Tax), João von Funcke and Tânia Alves (Corporate and M&A), Margarida Sapateiro (Real Estate), Luís Bordalo e Sá (Competition and EU Law), Tiago Martins de Oliveira (Tax), and Liliana Almeida de Moura (Labor and Employment).

This acquisition, which follows Bauer Media Audio's 2021 acquisitions in Slovakia, Ireland, and Finland, marks the group's entry in the Portuguese market. Media Capital Rádios is the leading radio group in Portugal, with a weekly audience of 4.5 million listeners, and this transaction consolidates Bauer's position as the European leader in commercial radio broadcasting.

The completion of the acquisition is conditional on meeting the usual requirements in this type of transaction, including the mandatory regulatory authorisations.