

CUATRECASAS WITH FLOWBOX ON THE ACQUISITION OF PHOTOSLURP

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Flowbox, the Sweden based collect images and videos, has acquired Photoslurp, the Spain based saas company.

The terms of the deal were undisclosed.

Flowbox was founded in 2016 and has developed a platform that allows companies to use their customers' social media content in their own channels. In February 2020, Norwegian Viking Venture invested SEK 80 million (approx. EUR 7.6 million) in the company to accelerate its expansion through organic growth and acquisitions.

Following the merger with Photoslurp, Flowbox is growing from 25 to 70 employees, distributed across offices in Stockholm, Amsterdam, and Barcelona. The new company will have an annual recurring revenue (ARR) of SEK 80 million.

"Photoslurp is a very good match for us. They are a major player in Europe and South America, which complements our previous customer base well. South America will be a completely new market for us. The company has also developed a similar platform, which makes the integration work smooth. We are now migrating Photoslurp's more than 300 customers, which will increase our total customer base to over 850 customers in 40 countries", said **Marcus Carloni**, ceo of Flowbox.

Cuatrecasas advised Flowbox with **Alejandro Payá**, **Amalur Marcos** and **Xavi Moreno**.

