

DELOITTE LEGAL COUNSELS ATRESMEDIA ON DIARIOMOTOR ACQUISITION

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Deloitte Legal's Corporate M&A team has advised Atresmedia on the acquisition of Diariomotor,

one of the leading motoring information portals in Spain



With this purchase, the Group, which has reached more than 27 million users, incorporates a consolidated and recognised brand in the world of motoring with more than 2.4 million unique monthly users according to the independent Comscore measurement and a community of 300 thousand subscribers with more than 20 million views per year.

This operation is a further step in the Atresmedia Group's market-leading digital strategy, which is based on the development of digital-native content.

"The entry into the Atresmedia Group opens up a whole world of possibilities for us to expand our reach through synergies and collaborations. We believe that this is the best step that Diariomotor could take to face the future with the maximum guarantees and the best growth expectations", said David G. Artés, director of Diariomotor.

Deloitte Legal's team has been led by partner Francisco Mayor (pictured) and counted on senior associate Carmen Muelas and associate Gonzalo Castro Sáenz del Castillo.