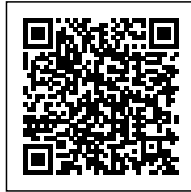


EY ADVISES ATRESMEDIA ON SALE OF SMARTCLIP

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Category: [Archive](#)



EY Abogados has advised Atresmedia on the sale of 100% of Smartclip Latam to ShowHeroes



EY Abogados has advised Atresmedia on the sale of 100% of Smartclip Latam to ShowHeroes. Smartclip Latam is the head of the group with a presence in Spain, Brazil, Chile, Peru, Colombia, Argentina and Mexico.

The company operates as a video advertising technology company and offers develops and operates a multi-screen video and brand advertising platform for advertisers and publishers.

The Legal team from Ey abogados advising on this transaction was led by Susana Gómez Badiola (pictured left), Corporate/M&A partner with her team members Rosa Cañas Lorenzo (pictured top right) , senior manager and Gadea Pérez De Guzman Cubas (pictured bottom right), senior.

ShowHeroes has been advised by Pérez Llorca, with a team led by Carmen Reyna, Corporate/M&A partner, Gabriel Borgogno Córdoba, associate lawyer and Ángel Martín García, associate lawyer.