

# EY, HSF COUNSEL ON INTELICIA'S ACQUISITION OF UNÍSONO

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**EY Abogados has advised Intelcia on its acquisition of Spanish company Unísono, represented by Herbert Smith Freehills**



Intelcia has announced the full acquisition of Spanish Group Unísono, a leading multinational in the customer experience and digital transformation space.

Founded in Madrid in 1999, Unísono specialises in customer experience, business process outsourcing, digitization, automation and customer relationship consulting. Unísono has 9,000 employees spread over 16 sites in Spain, Colombia, Chile and the United Kingdom. In 2020, Unísono achieved a turnover of €146 million and had more than 100 clients in its portfolio.

Intelcia is a global player in outsourcing, which has supported its clients for 20 years combining talents, technologies and processes to offer a tailor-made service and skills that meet international standards. This acquisition supports Intelcia's development strategy which is focused on business and geographical diversification to become a global outsourcer.

"We are thrilled to welcome the Unísono Group and all of its people into the big family that is Intelcia. Our desire is to tap into the knowledge of the local management and to preserve their expertise while building a common future together. This is a partnership built on trust that will offer Unísono and its people opportunities for development on a global level. The complementarity of our expertise and our geographical presence has already made it possible to identify several areas of growth," stated Karim Bernoussi, chairman and CEO of Intelcia Group.

"I am proud that the Intelcia Group has chosen Unísono to manage its future challenges and global growth strategy. Both companies share the same values and vision of the customer management sector, which I believe is key, and that is what I understood at the time of founding Unísono. After 22 years of growth and with the best team of professionals in the sector, I can only be proud to see the future of the company I founded in 1999," said Maria Del Pino Velázquez, founder of Unísono group.

An EY Abogados Corporate M&A team in Barcelona advised the buyer (Intelcia), led by partner Jose Carnerero (pictured left) and including senior lawyer Marta Bernà. Norton Rose Fulbright (Anne-Laure Bernard-Bouissieres, Casablanca office) also advised.

A Herbert Smith Freehills' team, led by partner Nicolás Martín (pictured right) and including associate Amparo de Leyva and junior associate Mercedes Olmos advised the sellers.