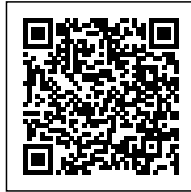


EY STEERS LLYC'S ACQUISITION OF APACHE

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EY Abogados has advised global communications firm LLYC on its acquisition of Madrid-based marketing firm APACHE



LLYC has taken another step forward in its growth strategy with the acquisition of performance and digital marketing consulting firm APACHE, which specialises in contributing to the transformation and growth of its clients' businesses. This operation will allow LLYC to extend its Deep Digital Business services – one of the firm's key commitments in the coming years.

APACHE takes an integrated perspective on communication and marketing strategies, always geared toward achieving results. This aligns well with LLYC's strategic vision for its Deep Digital Business, which seeks to harness synergies between artificial intelligence, influence, and digital marketing techniques to offer high-impact business solutions that enhance social license to operate and improve organizational prestige.

Founded by three former Google employees in 2016, APACHE currently has a team of more than 40 professionals that contribute toward areas that companies are finding increasingly compelling such as paid media, marketing automation, organic positioning, e-commerce, and marketplace and data analytics to enhance the success of brands and products in the digital ecosystem. APACHE has also developed its own technologies to make defining and implementing these disciplines more efficient.

LLYC's acquisition of APACHE is another step in its strategic commitment to Deep Digital Business – the unit that develops data analytics, deep learning, and influence and digital marketing solutions to help clients harness the disruption caused by exponential technologies in the field of communications. Technology and innovation are the foundations of this ambitious growth plan, through which LLYC seeks to double in size over the next five years.

Following the acquisition, the three founding partners of APACHE, Jesus Moradillo, David Martin and Luis Manuel Nuñez will continue to run the company's business. They will work with Adolfo Corujo, Chief Strategy & Innovation Officer at LLYC, and the team he leads to incorporate their services into the firm's evolving value proposition. To achieve this, it will quickly roll out Apache's capabilities in Latin America, Portugal, Brazil and the United States.

EY Abogados advised LLYC with a team led by Corporate/M&A partner Francisco Silván (pictured left), together with senior manager Jorge Sebastián de Erice (pictured right) and lawyer Ana Izquierdo Cuerda.