

FILS WITH FREEPIK IN THE ACQUISITION OF VIDEVO

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Fils advised Freepik Company - the parent company behind global providers of freemium illustrations (Freepik), icons (Flaticon), presentation templates (Slidesgo) and an online editor (Wepik) - has acquired acquired UK-based Videvo.

The deal gives the Spanish company the chance to grow its content portfolio and enter the audio and video content categories as a strong market contender.

Founded in 2010, Malaga-based Freepik was launched with the vision to create a platform that can be used to find free graphic resources, and they've certainly established themselves as a market leader. In 2018, the company was listed in the Financial Times "Fastest Growing European Companies" Ranking with more than 450 employees, 450 exclusive remote designers and over 23k registered contributors. The parent brand of Freepik, Flaticon, Slidesgo and Wepik, the firm has been pioneering innovation in the content space for some time now, and this new deal marks an exciting milestone.

Carlos Marín, Chief Strategy Officer of Freepik Company: *"This acquisition is a key step towards our ambition of becoming leaders in the video segment. Freepik Company's products are present in 99% of the countries worldwide and we already lead the freemium markets in which Freepik, Flaticon and Slidesgo are present. We intend to do the same with Videvo in the stock video category and, thanks to the integration with Freepik Company, we expect to more than double Videvo's revenue in the upcoming years. We are thrilled to have the whole Videvo team joining us and pushing towards our shared vision".*

Based in Oxford, UK, since 2012, Videvo offers free stock footage and motion graphics for both commercial and non-commercial projects. Founded by Tom Limb, it currently reports over 650k

users from around the world and is one of the most valued stock video websites out there. In the past years, Videvo introduced a subscription plan which supported the company's growth of more than 100% within the last two years.

Tom Limb, founder and CEO of Videvo said: *"Becoming part of Freepik Company is an exciting adventure for us, we have achieved important milestones and positive results in these ten years and now is the time to strengthen our position in the stock video market with the support and reach of the strongest player in the industry".*

Fils advised Freepik with a team led by partner **Alejandro de Müller** and associate **María Rodrigo**.