

K&WM WITH RICH AUDIENCE

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King & Wood Mallesons has advised the shareholders of Rich Audience on the sale of Rich Audience, the European marketplace with €40 million in turnover, to Belmont Corporate Services, a portfolio company of the Iberian private equity firm Magnum Capital.

The deal creates the leading Spanish-speaking adtech giant, with net sales of €130 million a year, global reach and a strategic positioning across the entire ecosystem value chain.

Founded in 2016 and headquartered in Sabadell (Barcelona), Rich Audience has sales offices in Madrid, Lisbon, Miami, London and Mexico. The company led by Manuel Merino offers to connect brands with their audiences in a secure, transparent and multi-device environment. In its marketplace, advertisers have a wide range of formats at their disposal: display, video, rich media and native. More than 400 million unique users worldwide view its ads, generating 8,000 million advertising impacts.

The law firm acted with a team led by **Pablo Díaz** (pictured) and comprising **Enrique Murillo** and **Alejandra Martín**.