

LAW FIRM TRIO COUNSEL ON BD-CAPITAL INVESTMENT INTO TAPTAP DIGITAL

Posted on 15/11/2021



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Gómez-Acebo & Pombo and Osborne Clarke have advised TAPTAP and shareholders, while Uría

Menéndez has counselled bd-capital on its first investment in Spain



Private Equity firm bd-capital has invested in TAPTAP Digital, meaning its first investment in Spain.

Founded in Spain, TAPTAP is a leading provider of omnichannel advertising solutions and location-based marketing intelligence to media agencies and large advertisers. It operates on the top part of the purchase funnel, helping brands to increase awareness, build purchase interest and boost consideration.

On the transaction, TAPTAP's founder & CEO Alvaro del Castillo, said: "We are excited to be partnering with the bd-capital team. The alignment since we first met in February 2020 is very strong. Through its differentiated partnership approach, I am sure that bd-capital can help us consolidate our presence in Spain and Latin America and expand our solutions to new markets."

Alejo Vidal-Quadras, partner and head of Southern Europe at bd-capital, commented, "We cannot think of a better company in which to make our first investment in Spain. TAPTAP has shown an impressive growth trajectory and is today uniquely positioned in the advertising and marketing technology space".

Gómez-Acebo & Pombo and Osborne Clarke were the Legal advisors of TAPTAP and its shareholders, while bd- capital counted on Uría Menéndez for Legal matters.

GA_P's team was led by Corporate and Commercial partners Alex Pujol (pictured top left) and Álvaro Mateo (pictured bottom left).

Uría Menéndez's Madrid office team was led by M&A-Private Equity partner Manuel Echenique (pictured top centre), Tax partner David López Pombo (pictured bottom centre), and counted on M&A-Private Equity senior associate Adrià Riba, associate Cristina Diaz Bauluz, foreign Legal consultant Rachel Brown, and junior associate Casilda Campuzano.

Osborne Clarke's team was formed by, for Corporate/M&A matters, partner Jordi Casas (pictured top right) and senior associate Patricia Torras, for Tax matters, partner Miguel Loran (pictured bottom right), director José Ramón Mallol and senior associate Enric Girona, and for Labour matters, partner Eva Otaegui, senior associate Patricia de la Torre and associate Mariona Argilés.