

PÉREZ-LLORCA ADVISES ON THE ACQUISITION OF NIELSEN

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Pérez-Llorca, alongside Gibson, Dunn & Crutche, have advised Elliot, Brookfield and Purple Green on the acquisition of Nielsen.

The deal has been valued at approximately \$16 billion, including the debt assumption. With this transaction, these funds have taken control of the global leader in audience measurement, data and analytics.

Nielsen is a US-based information, data and market measurement company that operates in more than 100 countries and employs approximately 44,000 people worldwide.

The Pérez-Llorca team advising on this deal was formed by (pictured from left to right) partner **Pablo Figueroa** and lawyers **Andrea Sánchez**, **Alejandra González-Concheiro**, **María José Riofrío**, **Julia Böhme** and **Rocío Acebal**. From Gibson Dunn, partner **Attila Borsos** led on the global antitrust and FDI clearances for the transaction.