

PÉREZ-LLORCA ADVISES TELEFÓNICA ON SYNERGIC DEAL

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Telefónica was advised by Pérez-Llorca on its acquisition of Spanish data analytics consultancy Synergic Partners, according to Mergermarket data.

A Synergic statement said the company – which has offices in Madrid and Barcelona – would continue to operate independently following the takeover.

It added that Synergic would become a “key contributor to the development of projects both in Spain as well as in the rest of Europe and Latin America”.

Established in 2007, Synergic specialises in management, governance and data analytics, and advises companies on digital transformation, client knowledge, financial governance, control and risk prevention and regulatory compliance.