

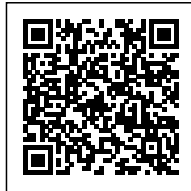
PLMJ ADVISES KEVEL ON THE ACQUISITION OF VELOCIDI

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PLMJ has advised the US company Kevel, a leading platform for personalised adverts, on the purchase of the American digital marketing company Velocidi Inc.

The transaction was supported by a multidisciplinary team from PLMJ, involving the areas of Technology, Media and Telecommunications, headed by **Pedro Lomba** (coordinating partner), **Marta Salgado Areias** (senior associate) from the same area and **Vasco Granate** (associate) from the Intellectual Property area. In the Corporate M&A area the team included **Filipe Avides Moreira** (partner) and **João Regadas** (coordinating associate). The Labour Law department counted on **José Pedro Anacoreta** (partner) and **Dinis Tracana** from the Tax area (coordinating associate).

This operation involved the transfer of a commercial establishment in the United States and of the Portuguese company of the group, Shiftforward, SA.