

RJ ADVISES SINCH ON SAP DIGITAL INTERCONNECT ACQUISITION FOR €214M

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Roca Junyent has advised Sinch on its acquisition of SAP's communications unit, Digital

Interconnect, for €214 million



Sweden-based Sinch, a global provider of leading cloud communications solutions for engagement, has reached an agreement for the purchase of SAP Digital Interconnect. The SAP Digital Interconnect unit is SAP's communication unit, offering cloud-based communications products to more than 1,500 enterprise customers worldwide.

Both SAP Digital Interconnect and Sinch are focused on delivering excellent digital transformation experiences and providing first-class customer experiences. Sinch is acquiring all assets and IP technology belonging to SDI, in a closed deal that is valued at €214 million according to TTR, although the company announced in May in a statement that it would pay €225 million (approximately \$250 million USD) on a cash and debt-free basis.

The combined entity will be responsible for powering almost 70 billion customer engagements every year, for some of the world's most valuable brands, including leading tech companies, payment gateway providers, banks, and mobile operators.

Sinch said the deal significantly strengthens the firm's operations in the United States and gives it a larger presence in the Bay Area, where SDI is headquartered.

"I'm excited to close this landmark transaction. Not only do we add to our scale and profitability; we are also bringing together some of the best talent in the industry," comments Oscar Werner, Sinch CEO.

Roca Junyent advised Sinch on the transaction Spanish matters with a team led by Barcelona office Commercial/M&A partner Xavier Costa (pictured left), assisted by Commercial associate Carla Munt (pictured right). The firm also advised on specific Labour, Data Protection and Industrial Property matters.