

SPB ADVISES SUN MEDIA ON SALE OF LAB CAVE

Posted on 20/01/2022



Category: [Archive](#)



Squire Patton Boggs has advised Sun Media on the sale of Lab Cave to Airnow Plc



Squire Patton Boggs has advised Sun Media on the sale of Lab Cave to the British entity Airnow Plc.

Sun Media is a Spanish digital advertising company that counts on 200 employees, and has a presence in Spain, Latin America, the US and Europe.

This deal is the latest in a line of high-profile acquisitions by the UK company, which acquired MightySignal in July 2021, along with Priori Data, Airpush and Abilott over the last five years. Lab Cave, which is specialised in portfolio management, App Store optimisation and launches for the global mobile gaming industry, will maintain its headquarters in Madrid. The business has a staff of 30 people, adapting a bespoke hybrid work model that its specialised and possessing a multidisciplinary team that is growing to manage a greater number of larger publishing projects in the mobile games sector.

Lab Cave will continue to be led by CEO, Luis Berto, who has been at the helm of the company since 2020. Berto will work closely with the Airnow Board to define and drive the new business direction, in line with Airnow's goals.

The team from Squire Patton Boggs advising on the deal was led by Ramón Castilla (pictured left), who has had the collaboration of Cristina Fernández (pictured centre) and Antonio Fernández-Rodríguez (pictured right). The team also counted on the support of Jose Aguilar and Miguel Nasser from Tax, and Juan Nasarre from Labour.