

SQUIRE PATTON BOGGS ADVISES GLOBANT ON INCORPORATION WITH LALIGA

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Squire Patton Boggs has advised Globant, a digital native company focused on reinventing businesses through technological solutions, on the creation of a new global technology company together with LaLiga, to lead the reinvention of the industry of sports and entertainment.

This alliance will take advantage of Globant's track record in transforming businesses and industries through technology, and LaLiga's experience in developing leading sporting events worldwide, to improve the experience of sports fans. Globant and LaLiga will work to expand LaLiga Tech's products and services to create a distinctive offering for organizations looking to attract a new generation of fans around the world.

LaLiga Tech's digital ecosystem is made up of products such as its OTT platform, Fantasy gaming, app and web design, Mediacoach, and anti-piracy content protection tools, as well as consulting services for data analysis and engagement of the fans.

The new association with Globant will accelerate the evolution of products and services and the geographical expansion of this offer, relying on Web 3.0, the Metaverse and Gaming, among many other emerging technologies.

"Globant's ambition is to reinvent industries by delivering spectacular experiences for end users. After working for almost two decades for some of the most important brands in the world, we are pleased to join forces with an organization as relevant as LaLiga and build a unique and innovative global offer to support the digital transformation of the most important players in the field of

football, sports and entertainment" said Martín Migoya, Co-founder and CEO of Globant.

"LaLiga Tech was created to help the sports and entertainment industry accelerate its digital transformation and the increase in demand that we have seen shows that this remains a top priority for these sectors. This strategic alliance with Globant will allow us to continue this growth on a global scale, creating more immersive technologies and valuable to our customers. Globant's experience in business transformation, combined with our long experience in growing sports competitions through technology, creates a unique and exciting proposition for the market", added Óscar Mayo, CEO of LaLiga.

The team that has advised Globant on this operation has been led by **Teresa Zueco**, managing partner of the Squire Patton Boggs Madrid Office, **Bartolomé Martín**, partner in charge of the Data Protection and Cybersecurity area, **Pablo García**, legal director of the M&A, together with **Luis Gutiérrez** and **Alvaro Luaces**, associates of this department. For its part, LaLiga was advised by Uría Menéndez.