Proskauer

Proskauer Advises CBPE on Investment in Snigel

January 16, 2023

London, January 16, 2023 – Proskauer, a leading international law firm, announced today that it advised CBPE Capital LLP on its investment into Snigel, a leading advertising technology company that helps online publishers monetize their traffic through programmatic advertisement.

CBPE's investment will allow Snigel to accelerate growth in its core markets of Europe and the United States whilst expanding their market-leading technology offering. The investment in Snigel continues CBPE's successful track record of partnering with technology software and services companies and their management teams, including current investments in Mindera and The Key and past investments such as Xceptor.

Snigel is a global advertising technology business, headquartered in Dublin.

The Proskauer team was led by partner Andrew Wingfield and associates David Hill, Eleanor Craven, Nabeel Vania and paralegal Jack Gregory (M&A). The team also included partner Richard Miller and associate David Ward (Tax) as well as partner Barry Newman and associates Antonia George and Shameelah Khan (Finance).

This deal adds to the list of technology transactions Proskauer has undertaken. Proskauer recently advised Motive Partners, a FinTech-focused private equity firm, on its €120 million growth equity investment in Backbase, and DNA Payments Group, one of the UK's Top 50 FinTech companies, on its acquisition of First Payment Merchant Services.

About Proskauer

We are 800+ lawyers serving clients from 12 offices located in the leading financial and business centers in the Americas, Europe and Asia. The world's leading organizations, companies and corporations choose us to be their representatives in their most critical situations.

Proskauer has one of the premier global mergers and acquisitions practices, advising on some of the most complex M&A transactions across a range of industries, including life sciences. Recent representations include advising; Copper Street Capital, the private equity investor focused on the European financial services sector, on its investment into Thistle Initiatives Group; advising AnaCap Financial Partners in connection with its acquisition of a 40% shareholding in Proyectos de Formacion y Servicios S.L.; advising Ascot Lloyd and its stakeholders on its sale to Nordic Capital; advising DNA Payments Group (DNA) on its acquisition of First Payment Merchant Services.

Related Professionals

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