Proskauer

Proskauer Advises Bridgepoint Development Capital and Equativ on the Acquisition of Kamino Retail

September 26, 2024

PARIS, September 26, 2024 – Proskauer, a leading international law firm, announced today that it advised Bridgepoint Development Capital and Equativ, the leading independent ad platform of which Bridgepoint Development Capital is the majority shareholder, on the strategic acquisition of Kamino Retail, the flexible and agnostic on-site retail media platform designed for retailers.

Supported by Bridgepoint, its primary investor, Equativ has tripled in size over the last three years, driving significant growth and innovation across the adtech landscape.

This expansion enhances Equativ’s retail media capabilities and expands upon the company’s recent merger with Sharethrough, which created one of the largest global independent ad marketplaces. With more than 20 years of experience in adtech, Equativ, present in 18 countries, has also established strategic relationships with the largest international advertising agencies, premium publishers, and Fortune 500 brands. The acquisition marks a major step forward in Equativ’s commitment to innovation and growth within the retail media sector, expected to capture $166 billion globally by 2025. Kamino Retail's flexible and interoperable solutions, combined with Equativ's adtech expertise, now enable retailers to benefit from a centralized technology platform that brings together the best of on-site and off-site monetization with access to all demand sources, including programmatic.

Through this acquisition, Equativ and Kamino Retail provide retailers with a comprehensive, independent, and transparent suite of solutions that fully unlocks the potential of their advertising space and shopper data.

Completion of the transaction is subject to usual conditions precedents.

The Proskauer team was led by partner Xavier Norlain and included counsel Laurent Asquin, associates Benjamin Benzakine and Fadoua Nounnouhi (M&A). The team also included partner Maud Manon and associates Bruno Valenti and Charlie Gelbon (Private Credit) and partner Mary Wilks (Antitrust).

About Proskauer

The world's leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are known for our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game-changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

Working at the intersection of private capital and the sectors in which market players invest, we advise cutting-edge clients as they navigate complex challenges and seek to capitalize on market opportunities. Proskauer offers an integrated platform that navigates clients through the full lifecycle of their business.

Proskauer's Paris office advises leading organizations on a broad range of domestic and cross-border contentious and transactional matters. Working closely with the London and U.S. offices, the team advises European clients as they expand their business operations globally, as well as clients from all parts of the world looking to invest in France. Proskauer has one of the leading transactional practices in France, advising prominent private equity sponsors, financial institutions, industrial and services groups, as well as management teams.

Related Professionals

- **Xavier Norlain**
  Partner
- **Maud Manon**
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- **Mary Wilks**
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- **Laurent Asquin**
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- **Benjamin Benzakine**
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