

News

BCLP ADVISE FOUNDERS OF ATEMI GROUP ON £40M SALE TO BETTER COLLECTIVE

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Global law firm BCLP advised the founders of Atemi Group, a global iGaming lead generation company, on the sale of Atemi to Better Collective, a Nasdaq-Stockholm listed sports betting media group, in a £40 million deal completed on 01 October.

Atemi Group is one of the world's largest companies specialising in lead generation for iGaming through paid media (PPC) and social media advertising. With a global presence, Atemi Group's most prominent market is the UK and their main operations are located in London. In 2019, they generated revenues of 33 million EUR.

The acquisition provides Better Collective with additional channels of traffic sourcing high-intent customers at a large scale, with the sports betting media group befitting from a state-of-the-art tracking and attribution platform for online paid media activities built by Atemi Group. The acquisition also gives Better Collective the opportunity of scaling PPC activities into additional attractive markets and to further invest in the sports betting opportunity.

BCLP advised on all aspects of the sale, including M&A, Corporate Finance, Tax, Intellectual Property and Data Protection with London-based M&A and Corporate Finance Partner Patrick Johnson leading on the deal.

Richard Skelhorn, founder of Atemi Group said: "Patrick and the team at BCLP have been fantastic to work with and offered significant value in negotiating the terms of our deal and also committed to working very long hours to get it done on time. I used BCLP on a previous transaction and I'm 100 percent using them on my next one. We are really pleased with the deal in general, things went really smoothly and I have BCLP to thank for that."

Johnson said: "We are delighted to have been able to work with the founders of Atemi Group on this significant transaction. The founders and team at Atemi have built a highly successful gaming affiliate business over the last five years that is well positioned to continue to thrive following the combination with Better Collective."

RELATED CAPABILITIES

- M&A & Corporate Finance
- Tax & Private Client
- Intellectual Property & Technology Disputes
- Data Privacy & Security

MEET THE TEAM



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