

MANDATE

04.02.2021

GLEISS LUTZ ADVISES THE TECH COMPANY APPLOVIN ON THE ACQUISITION OF ADJUST

Together with Fenwick & West LLP, a Gleiss Lutz team has been advising the US tech company AppLovin on the acquisition of all shares in the Berlin-based adjust GmbH. Closing of the transaction is still subject to the customary regulatory clearances and is planned for Q1/2021. The parties have agreed not to disclose the purchase price.

Founded in 2012, AppLovin's main field of activity is online advertising, in particular online advertising in apps on mobile devices. AppLovin's technological platforms offer app developers and operators an integrated solution set for them to expand their business. AppLovin's main registered office is in Palo Alto, California, and the company has branches all over the world. The takeover of adjust allows AppLovin to expand its mobile app eco-system.

Also established in 2012, adjust's marketing platform helps app developers to improve their understanding of user behaviour, enabling marketers to take more intelligent decisions through metrics, analysis and fraud prevention. Adjust's product portfolio is used in over 50,000 apps including SoundCloud, Rakuten and Tencent. The adjust Group's registered office is in Berlin, Germany, with 16 offices across the globe and over 500 employees.

Headed by Dr. Martin Viciano Gofferje (partner, Berlin) and Dr. Christian Cascante (partner, Frankfurt, both lead) and Dr. Maïke Sauter, the following Gleiss Lutz team advised AppLovin: Karen Gräfin vom Hagen (both Stuttgart), Dr. Viktor Gorlow (all M&A), Dr. Rut Steinhauser (partner), Josefine Chakrabarti (both Employment), Dr. Alexander Molle (partner), Jan Hinrichs (both IP/IT, all Berlin), Dr. Stefan Mayer (partner), Dr. Ocka Stumm, Dr. Dominik Monz (all Tax, Frankfurt), Dr. Christian Hamann (partner), Simon Wegmann (both Data Protection), Konrad Discher (counsel, Real Estate, all Berlin), Dr. Jacob von Andreae (partner), Aylin Hoffs (both Public Business Law, Düsseldorf), Dr. Iris Benedikt-Buckenleib (counsel, Competition/Antitrust, Munich).

Gleiss Lutz regularly provides legal services in technology transactions and has previously advised AppLovin in Germany. Over the last nine months, the law firm has provided advice to clients including the shareholders of Berlin start-up ubitricity on its sale to Shell, Tiger Global on the acquisition of a holding in the German FinTech unicorn Mambu as well as the sale of a holding in Flaschenpost, Armira on the acquisition of the SaaS provider F24, and Tripadvisor on the acquisition of the restaurant booking platform Delinski.

PRESS

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