



DLA Piper assists listed LINK Mobility Group with the acquisition of MarketingPlatform



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DLA Piper is proud again to have assisted the Norwegian listed company LINK Mobility Group with the acquisition of MarketingPlatform in Denmark. DLA Piper has assisted LINK Mobility on numerous cross-border acquisitions, and again we stand out with our international capabilities as a Danish step-stone doing business abroad.

LINK Mobility Group is one of Europe's leading providers of mobile messaging and communication platforms as a service (CPaaS) solutions for increased engagement. The acquisition will complement LINK Mobility's offerings of communication platform services and provide material mid-, and long-term upsell opportunities to LINK Mobility's more than 40,000 customers across Europe. The transaction is subject to customary closing conditions, including regulatory approvals, and is expected to be completed by the end of Q2 2021.

MarketingPlatform is headquartered in Vejen, Denmark, and has developed an omnichannel marketing platform with an integrated customer data platform (CDP), giving customers a unified profile view. Omnichannel output is to e-mail, SMS, app, web, and social media. MarketingPlatform is active across markets in Denmark, Sweden, Norway, Perú, and Spain, focusing on enterprise, large and medium-sized customers.

The transaction values MarketingPlatform at an enterprise value of EUR 13 million with an additional 2-year earnout of up to EUR 5 million contingent on commercial results and continued platform development.

LINK Mobility Group was advised by a DLA Piper Denmark team led by Karsten Pedersen, Sara Schjørring and Ida Boysen.

Read more in the [press release](#).

Fagområder Virksomhedsoverdragelser (M&A)
