DLA PIPER

Cookie Information has acquired Piwik PRO

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Cookie Information has acquired the Polish company Piwik PRO in a transaction that will enable future consent management, web analytics, and a customer data solution in one integrated platform. By uniting strengths, Cookie Information and Piwik PRO will be positioned to offer a first-in-class, privacy-first digital analytics suite.

Cookie Information is a SaaS company focusing on developing and delivering data privacy solutions to more than 60% of large corporate and organizational institutions in Denmark. Through the acquisition, Cookie Information further consolidates its position and international presence in the data privacy tech market. It adds approximately 150 specialist employees to its workforce to enhance data control, security, and privacy standards, benefiting over 10,000 user organizations.

Piwik PRO is a fast-growing company that develops a platform for collecting, analysing, and activating web and app data, providing complete, accurate data control throughout the customer journey to ensure the highest security and privacy standards. Piwik PRO's annual recurring revenue (ARR) increased by almost 80 percent in the last 12 months, while the number of clients grew by 90 percent.

The acquisition is backed by Cookie Information's founding team, Kirk Kapital, Piwik PRO's founder, the Piwik PRO management team, selected employees at Piwik PRO, and the Export and Investment Fund of Denmark.

A DLA Piper team consisting of Karsten Pedersen, Andreas Egeblad Arendt, and Sara Schjørring has advised Cookie Information and Kirk Kapital on the transaction in close cooperation with Clifford Chance Poland, who advised on Polish aspects of the acquisition.

Read the press release from Cookie Information and the article in Børsen IT-firma med Lego-familie i ejerkredsen køber op

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