

FOUR LAW FIRMS INSTRUCTED ON PUBLICAR MULTIMEDIA'S CROSS-BORDER ACQUISITION IN LATIN AMERICA

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Brigard & Urrutia in Colombia; Carey in Chile; Marval, O'Farrell & Mairal in Argentina and Rodrigo, Elías & Medrano in Peru have advised Publicar Multimedia on its acquisition of hibu Latinoamérica.

The deal, of undisclosed value, will help Publicar Multimedia expand operations to Argentina, Chile and Peru. The company, an advertising and multimedia publisher, already has a presence in Colombia, Ecuador, El Salvador, Guatemala, Panama and Nicaragua.

hibu Latinoamérica was the Latin American business unit of hibu, the UK-based publisher of Yellow Pages and other print directories, digital advertising and internet services.

Partner Cristian Eyzaguirre led the Carey team advising Publicar on the acquisition of hibu in Chile.

Law firms Brigard & Urrutia, Marval, O'Farrell & Mairal and Rodrigo, Elías & Medrano acted as counsel for Publicar Multimedia in Colombia, Argentina and Peru, respectively.

