

# GC ASSISTS IN THE SALE OF 35% OF MASNEGOCIO TO KIO

*Posted on 1 November 2022*



**Category:** [Deal & transactions](#)

**Tags:** [acquisition](#), [Canada](#), [cn2](#), [Creel García Cuéllar](#), [GC](#), [Gonzalez Calvillo](#), [José Victor Torres](#), [Luxembourg](#), [M&A](#), [Mexico](#), [Ortíz Sosa](#), [OSY](#)



Gonzalez Calvillo has assisted the selling group in the indirect sale of around 35% of MasNegocio to KIO.

This transaction was closed on 26 October and involved companies and subsidiaries from different jurisdictions, governed under the laws of Mexico, Canada and Luxembourg.

The matter included the negotiation of the sale and purchase documents. Previously, KIO had a majority stake in MasNegocio.

Other firms advising on the transaction were Creel García-Cuéllar Aiza and Enríquez, as KIO's main external advisors; Ortíz Sosa y Asociados (OSY), as external tax advisors to the selling group; Loyens & Loeff, as external advisors to KIO in the Netherlands and Luxembourg; and Holdinga Matthijssen Kraak (HMK), as external advisors to the selling group in the Netherlands.

MasNegocio is a Mexican company dedicated to offering applications under an Outsourcing model, also known as Software as a Service (SaaS).

GC's team was composed of partner **José Victor Torres** (pictured), associates **Alejandro Ruenes** and **Rosa Elena Coto**, and law clerk **Erika Botas**.