

MARVAL ACTS IN ACQUISITION OF PRACTIA BY PUBLICIS GROUPE

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Marval O'Farrell Mairal has acted as Argentinean counsel to Publicis Groupe on the acquisition of Practia, a technology company operating in Argentina.

Other firms advising the group on the transaction were Uría Menéndez (coordination and Spain), PPU (Chile), Galicia Abogados (Mexico), PPU (Peru), Pinheiro Neto Advogados (Brazil), PPU (Colombia) Hunton Andrews Kurth (United States). Mitrani Caballero & Ruiz Moreno advised the sellers.

Thanks to this acquisition, Practia will be integrated into Publicis Sapient, the digital business transformation subsidiary of Publicis Groupe, representing the expansion of Publicis Groupe's business in the digital transformation sector.

Publicis Groupe is a company specialising in advertising and public relations. Practia is one of the leading technology companies in Latin America and a provider of digital business transformation services, in particular Pragma Consultores, Pragma Tecnología y Desarrollo, and Pragmática Technologies.

MCRM's team included partners **Aixa Sureda**, **Corina P. Laudato** and **Esteban Valansi**, and associates **Fiorella Belsito**, **María José Fernández Ruiz**, **María Elena Olmedo**, **Tomas Couma** and **Juan Manuel Iglesias Mamone**.

Marval's team consisted of partner **Luciano Ojea Quintana** (pictured), together with associates **Carolina Fiuza**, **Luciana Martina Virgile** and **Juan Pablo Lentino**.