



# DLA Piper advises Avidly (formerly Zeeland Family) on acquisition of HubSpot services provider



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DLA Piper has advised marketing communications group, Avidly (formerly Zeeland Family Plc) on its acquisition of Avidly AB, a provider of HubSpot marketing automation services in Sweden, Norway and Denmark. The firm also advised on the private offering and listing on Nasdaq Helsinki. The new Company to be formed will operate under the name Avidly. The new ticker symbol is AVIDLY.

Following the integration, the company will become the market leader in marketing automation services based on HubSpot technology in Europe and one of the most significant HubSpot partners worldwide, with over 250

staff in 14 locations. The combined company would have turnover of 20 million euros. The transaction also creates an opportunity for moving towards a genuinely international marketing service company and enables the comprehensive creative service offering to be expanded outside Finland as well.

The DLA Piper Nordic team was led by Helsinki-based Corporate senior counsel Salla Tuominen. The team also comprised Corporate partner Matti Ylä-Mononen, Employment counsel Riikka Autio, associates Antti Eeva and Eero Puranen (all based in Helsinki); Corporate partner Emma Norburg, senior associate Kristina Stavne, associates Anton Sahlen, Anna Jussil Broms, Dino Kalamujic and Kajsa Nilsson (all based in Stockholm); Corporate partner Sveinung Mjaugedal, lead lawyer Kaja Kaarby and associates Anuschka Hager-Thoresen and Trym Bjorndal (all based in Oslo); Corporate partner Sebastian Ingversen, and associates Andreas Brasch-Thomsen, Josephine Uhrbrand, Anna Andersen and Glenn Schmidt-Hansen (all based in Copenhagen).

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