
SuperAwesome's Series A Investment in Kids Corp



Beccar Varela advised the parties in Latin America, Webach and Bakertilly advised Kids Corp, and Bashamand, Ferrere, and Osborne Clarke advised SuperAwesome.

Kids Corp, a leading company in Latin America that offers marketing services for products and services aimed at children and teenagers, received a strategic Series A investment from SuperAwesome, the global kid-tech platform based in the United Kingdom.

The investment by SuperAwesome seeks to finance the expansion of Kids Corp's regional operations as well as to promote the launch of new solutions to empower advertisers and content creators, while protecting the privacy of young audiences.

The deal was completed successfully at the beginning of this month and required structuring the business in several jurisdictions, including Argentina, Mexico, Uruguay, and the UK.

Beccar Varela advised Kids Corp and its Argentine founders with a team led by partner Daniel Levi, assisted by senior associate Enrique López Rivarola on tax matters. In Mexico, the company was counselled by Webach (partner Isaac Victoria Reyes) and in Uruguay by Bakertilly (partner Ana Laura Ghislandi).

Beccar Varela coordinated the regional advice to SuperAwesome with a team led by M&A partners María Shakespear (Picture), Emilio Beccar Varela and Florencia Rosati (IP/TMT), assisted by associates Luciana Liefeldt (corporate) and Carolina Muriago (labor). In Mexico, SuperAwesome was counselled by Bashamand in Uruguay by Ferrere. In the United Kingdom, the firm was counselled by Osborne Clarke (partner Chris King) and by its General Counsel, Pete MacIntyre.

Involved fees earner: Ana Laura Ghislandi – Baker Tilly

(http://www.centrostudipbvpartners.com/os_partner_feed.asp?abb=60814374); Emilio Beccar Varela – Beccar Varela (http://www.centrostudipbvpartners.com/os_partner_feed.asp?abb=60794510); Daniel Levi – Beccar Varela (http://www.centrostudipbvpartners.com/os_partner_feed.asp?abb=60783267); Luciana Liefeldt – Beccar Varela (http://www.centrostudipbvpartners.com/os_partner_feed.asp?abb=60775650); Enrique López Rivarola – Beccar Varela (http://www.centrostudipbvpartners.com/os_partner_feed.asp?abb=60789903); Carolina Muriago – Beccar Varela (http://www.centrostudipbvpartners.com/os_partner_feed.asp?abb=60814370); Florencia Rosati – Beccar Varela (http://www.centrostudipbvpartners.com/os_partner_feed.asp?abb=60814368); María Shakespear – Beccar Varela (http://www.centrostudipbvpartners.com/os_partner_feed.asp?abb=60803589); Chris King – Osborne Clarke (http://www.centrostudipbvpartners.com/os_partner_feed.asp?abb=60740346);

Law Firms: Baker Tilly (http://www.centrostudipbvpartners.com/os_firm_feed.asp?ats=26700); Beccar Varela (http://www.centrostudipbvpartners.com/os_firm_feed.asp?ats=23241); Osborne Clarke (http://www.centrostudipbvpartners.com/os_firm_feed.asp?ats=697);

Clients: Kids Corp (http://www.centrostudipbvpartners.com/os_client_feed.asp?cln=38251979); SuperAwesome (http://www.centrostudipbvpartners.com/os_client_feed.asp?cln=38251978);



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