

# Proskauer Advises Bridgepoint Development Capital and Equativ on Merger with Sharethrough

June 13, 2024

**PARIS, JUNE 13, 2024** - Proskauer, a leading international law firm, announced today that it advised Bridgepoint Development Capital and Equativ, the leading independent ad platform of which Bridgepoint Development Capital is the majority shareholder, on its merger with Sharethrough, a major independent adtech platform.

The merger will establish one of the largest digital advertising marketplaces in the world, enabling advertisers, content publishers, and technology partners to optimize the value and reach of their programmatic campaigns.

With over 720 employees, 18 offices, and combined net revenue exceeding \$200 million, the merger of Equativ and Sharethrough offers advertisers and media owners an independent, vertically integrated alternative to the web giants. This merger addresses the industry's need for effective, innovative solutions at scale. Equativ, which has tripled in size in the past three years and confirmed Bridgepoint as its primary investor last year, and Sharethrough, which saw significant revenue growth in the first quarter of 2024, bring together their strengths in curation, connected TV (CTV), and reduced carbon impact media products. Leveraging the companies' top-tier technological assets and global commercial presence the combined entity will offer a broader spectrum of services and sustainable media practices, enabling ad buyers to optimize supply paths while executing high-performance campaigns. Synergistic and complementary solutions will maximize outcomes for advertisers and media owners, who will be able to use the scaled offerings to:

Proskauer has previously advised [Bridgepoint Development Capital](#) on its investment into Forward Global, a risk management company, alongside Raise Invest and Rive Croissance and Bridgepoint Development Capital and Equativ, the leading independent ad platform of which [Bridgepoint Development Capital](#) is the majority shareholder, on its strategic partnership with Deutsche Telekom.

The Proskauer team was led by partner [Xavier Norlain](#) and counsel [Laurent Asquin](#) and included associates [Benjamin Benzakine](#) and [Hugo Monteiro Vieira](#) (M&A). The team also included partner [Maud Manon](#) and associates [Bruno Valenti](#) and [Charlie Gelbon](#) (Private Credit) and partners [John Ingrassia](#) and [Mary Wilks](#) (Antitrust)

## About Proskauer

The world's leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are known for our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game-changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

Working at the intersection of private capital and the sectors in which market players invest, we advise cutting-edge clients as they navigate complex challenges and seek to capitalize on market opportunities. Proskauer offers an integrated platform that navigates clients through the full lifecycle of their business.

Proskauer's Paris office advises leading organizations on a broad range of domestic and cross-border contentious and transactional matters. Working closely with the London and U.S. offices, the team advises European clients as they expand their business operations globally, as well as clients from all parts of the world looking to invest in France. Proskauer has one of the leading transactional practices in France, advising prominent private equity sponsors, financial institutions, industrial and services groups, as well as management teams.

### Related Professionals

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- **Xavier Norlain**  
Partner
- **Laurent Asquin**  
Counsel
- **Benjamin Benzakine**  
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- **Mary Wilks**

Partner