

Luther Luxembourg contributed to the acquisition of Teads by Outbrain

Luxembourg, 17.02.2025 – Our Corporate/M&A team is pleased to have acted as legal advisor to Altice on the acquisition of the Teads advertising platform from Altice by Outbrain.

The strategic merger between Outbrain and Teads has officially been completed, creating a global leader in digital advertising. By combining Outbrain's advanced AI-driven performance technology with Teads' renowned omnichannel video and branding solutions, this merger unites two industry innovators with complementary strengths to deliver an integrated, data-driven platform for advertisers and media partners.

The combined company will offer a comprehensive suite of marketing solutions that spans web, mobile apps, and Connected TV (CTV), providing advertisers with a full-funnel approach that drives engagement, consideration, and conversion across multiple screens. With a reach of over 2 billion consumers in more than 50 markets, the new entity is poised to reshape the advertising landscape and address the evolving needs of both advertisers and media owners.

As local counsel to Altice in this transaction, we played a pivotal role in advising on the Luxembourg legal aspects of the acquisition, helping to structure and negotiate the deal. Our team provided comprehensive legal support throughout the process, ensuring compliance with Luxembourg regulations and facilitating the smooth execution of the transaction.

About Altice:

Altice is a global telecommunications company delivering innovative solutions that drive business growth. With a diverse portfolio spanning broadband, mobile, and television services, Altice provides customers with seamless connectivity and high-quality content. The company combines state-of-the-art technology with a commitment to customer satisfaction, offering tailored services to meet the needs of individuals and businesses alike. Altice operates across multiple markets, with a strong presence in Europe, the U.S., and beyond, supported by a dynamic team of over 50,000 employees in more than 10 countries

About Teads:

Teads is a global omnichannel platform offering premium advertising solutions that drive business growth. By combining quality media, data, and creative, Teads helps advertisers reach their target audiences and optimizes monetization for publishers. With a focus on brand safety and impactful engagement, Teads ensures effective digital advertising across all channels. Teads partners with the leading marketers, agencies and publishers through a team of 1,200+ people in 50 offices across more than 30 countries.

About Outbrain:

Outbrain (Nasdaq: OB) is a leading technology platform that drives business results by engaging people across the Open Internet. Outbrain predicts moments of engagement to drive measurable outcomes for advertisers and publishers using AI and machine learning across more than 8,500 online properties globally. Founded in 2006, Outbrain is headquartered in New York with offices in Israel and across the United States, Europe, Asia-Pacific, and South America.

About Luther Luxembourg :

Leading business law firm, Luther was established in Luxembourg in 2010. The firm's multilingual professionals advise domestic and international clients across numerous practice areas, particularly Corporate/M&A, Banking and Finance, Dispute Resolution, Investment Management, Employment, and Real Estate. Our clients, ranging from multinational corporations, investment funds, financial institutions to private equity firms, have placed their trust in our interdisciplinary legal advice that aims to hit the mark.

On behalf of :

Luther, Senior Partner: Eric Sublon

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Luther Rechtsanwaltsgesellschaft mbH

Luther is a leading German commercial law firm that offers comprehensive legal and tax advice. The full-service law firm employs over 420 lawyers and tax advisors and is represented in ten German economic hubs as well as with 11 of its own international offices in key investment locations and financial centres in Europe and Asia. Its clients include medium-sized enterprises and large corporations, as well as the public sector.

Luther works closely with other commercial law firms in all the prevailing jurisdictions. Luther is a member of unyer (www.unyer.com), a global organisation of leading professional services firms that cooperate exclusively with each other.

Luther Rechtsanwaltsgesellschaft mbH is a law firm with a business approach: our innovative awareness aspires us to provide our clients with customised legal advice that addresses individual needs and delivers the greatest possible economic benefit. All of Luther's lawyers and tax advisers have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. In 2023, Luther was honoured as JUVE Law Firm of the Year for Public Procurement Law and JUVE Law Firm of the Year for Distribution, Trade and Logistics. Further information is available at: www.luther-lawfirm.com.

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