



NEW DEAL ADVISORS SUPPORTS NB RENAISSANCE IN ITS ENTRY INTO BENDING SPOONS

Milan, August 03, 2023 - New Deal Advisors, an independent company specialising in advisory services to M&A Transactions, has supported NB Renaissance in the acquisition of a minority stake in Bending Spoons.

Founded in 2013 in Copenhagen by 4 young entrepreneurs and based in Milan, Bending Spoons is a data-driven and data-centric digital company specializing in the acquisition, development and 'monetization' of mobile apps, mainly on the Apple Store. BSP currently has a portfolio of 20 apps, with over 500 million downloads and approximately 100 million monthly active users.

New Deal Advisors with a team led by Antonio Ficetti Gasco (Partner) has provided financial due diligence services and with the support of the firm Chiaravalli Reali Associati for tax due diligence services to NB Renaissance.

New Deal Advisors

New Deal Advisors is an independent firm specialising in advisory services in M&A. Established in 2012, New Deal Advisors provides support in a broad variety of extraordinary transactions streams including mergers and acquisitions, restructuring, transformation processes, forensic and litigation activities, fairness opinions and valuation services. New Deal Advisors has worked for more than a decade alongside private equity funds, investment holdings, family offices, financial institutions and strategic players achieving to date the finalisation of over 200 deals.