

Verve Group - Two acquisitions in two days

Redeye updates its valuation of Verve, which within two days announced two acquisitions that complement each other well. On Wednesday evening, Verve announced the acquisition of Captify, one of the largest players in search intelligence. We have revised our estimates upwards and raised our valuation of the company, as the acquisitions strengthen its market position and are expected to create value through synergies.

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Attachments

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