



## Cripps advise Alaska Group on cross-border acquisition of a digital marketing agency

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Cripps has advised French-based Alaska Group SAS on its acquisition of Digital Uncut Limited, from a seller based in the UK.

Alaska Group own a number of businesses throughout Europe specialising in digital communication and PR, search engine optimisation, including assisting businesses with their online visibility strategy, and search engine marketing services (including PPC management).

[Digital Uncut](#) is a data-led digital marketing agency for scaling start-ups based in London with a US office location in San Francisco.

The Cripps team, which was led by [Olivier Morel](#) and also included [John Kirkwood](#), [Tom Newlyn](#) (all corporate), [Phil Bilney](#) (commercial) and [Emma Saunders](#) (employment), was responsible for managing the cross-border transaction, which involved French law elements. Cripps advised on the main share purchase agreement (SPA), as well as the LDD process and all ancillary documentation, working alongside [Mazars LLP](#).

Commenting on the support provided by Cripps, Alaska Group CFO, Ruben Franceschi, said: "We appreciate the support we got from the Cripps team. This was a complex acquisition and your calm demeanour and extensive legal knowledge enabled us to get the deal over the line. We are hugely grateful to Olivier and the whole team, and wouldn't hesitate to work with Cripps again in the future."

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