

JŠK successfully represented R22 in the acquisition of a Czech communication provider ProfiSMS

9 October 2020 | JŠK, advokátní kancelář, s.r.o.

The JŠK law firm assisted R22 group, a Polish listed holding, on the acquisition of a 100% stake in ProfiSMS s.r.o. and its two Czech 100% subsidiaries AXIMA SMS SERVICES s.r.o. and SMSbrána s.r.o., in an auction process. The firm's advisory included legal due diligence of the targets and assisting the client with negotiation of the transactional documentation.

R22 group is a dynamically growing holding of technological companies with its head office in Poznań, Poland, pursuing business activities in e-commerce and employing more than 150 specialists throughout Poland. The group focuses on scalable services offered on the basis of a subscription model and SaaS (Software as a Service). Business operations are run as part of a whole chain of values – from creating own solutions, through their technological maintenance and development, to comprehensive sales and customer service.

ProfiSMS is a provider of telecommunication services in the form of text messages for authentication and advertising purposes active on the Czech and Slovak markets, specialising in the highest quality message delivery over direct operator connections and using alpha sender ID.

"The purchase of ProfiSMS was a significant and important transaction for the R22 group," said Adam Gajewski, R22 M&A Director. "JŠK was responsible in the process for the development of transaction documentation, legal due diligence and for the preparation of corporate documentation, management contracts and others. Thank you for the fruitful cooperation and highly professional help in this complex process. I personally hope and believe that we will work together on other deals."

The JŠK transaction team was led by partner Tomáš Doležil in cooperation with senior associate Helena Hailichová and junior lawyers Tomáš Beneš and Sebastian Špeta. Advisory related to intellectual property was provided by senior associate Hana Císlarová.

"It was a truly cross-border deal in a competitive auction process which entailed all elements and aspects which you may expect," Doležil said. "We are excited to assist R22 with their entry into the Czech market and wish them all the best."

About JŠK

JŠK is a mid-sized law firm delivering services for clients in all areas of commercial law, with particular experience in M&A, banking & finance, insurance, construction, real estate and energy regulation. The firm has been operating on the Czech market for 16 years, and its clients include respected banks, insurance companies, private equity funds and multinational corporations, as well as mid-sized enterprises and individual investors.

JŠK is a member of a unique network of commercial law firms called PONTES, which includes firms from most Central and Eastern European countries. PONTES members can be found in Bratislava, Bucharest, Budapest, Prague, Sofia, Vienna and Warsaw.

Responsible partner

Tomáš Doležil

Partner

E: Tomas.Dolezil@JSK.cz

T: +420 226 227 639

Media contact

Renáta Vrzáková

Business Development Executive

E: Renata.Vrzakova@JSK.cz

T: +420 226 227 638