



# Corporate teams in Leeds and Sweden join forces to launch Ocean Outdoor's offer for AdCityMedia



Emma Norburg  
Partner, Chair of the Board  
(Sweden)



Anna Berntorp  
Partner



Anna Johnsson  
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Erik Rosberg  
Associate



Petter Kjällström  
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Petros Vardanian  
Senior Associate



Richard Folke  
Partner



Peder Grandinson  
Partner

Ocean Outdoor fills a unique position in the Out of Home (OOH) advertising landscape, specialising in digital super-premium and globally iconic screen locations. An acquisitive business, our Corporate team in Leeds, led by John Gallon, have advised five out of Ocean's six transactions this year. The acquisition of AdCityMedia, listed on Nasdaq First North Growth Market in Sweden, will strengthen Ocean's growing Nordic Digital platform and extend Ocean's premium digital out-of-home presence in Sweden, Denmark and Finland with the aim to create the leading pure-play digital operator in these regions.

On this transaction the Corporate team in Leeds joined forces with colleagues in Sweden, led by Emma Norburg, demonstrating our ability to combine our expertise in advising client's on public takeovers with our local knowledge of the Swedish takeover rules, offering a collaborative cross-jurisdictional team to Ocean. This is a great example of how we differentiate ourselves in the market through our global footprint.

UK Corporate John Gallon, Victoria Rhodes and Rebecca Pearson

Sweden Corporate Emma Norburg, Anna Berntorp, Anna Johnsson, Erik Rosberg, Petter Kjöllersström, Petros Vardanian, Richard Folke and Peder Grandinson.