

## Liftoff and Vungle to Combine to Form Leading Independent Mobile Growth Platform

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Simpson Thacher acted as legal counsel on the proposed combination of Liftoff Mobile, Inc. (“Liftoff”) and Vungle, Inc. (“Vungle”). The transaction is expected to close at the end of September.

The proposed merger will create one of the world’s largest independent and privacy-friendly platforms that fuels the entire mobile app growth cycle across user acquisition, engagement, monetization and analytics. Blackstone, the majority shareholder of both Liftoff and Vungle, will continue to actively support the combined company as the majority shareholder.

The Simpson Thacher team included Anthony Vernace, William Allen, Malik Ladhani and Alexander Porro (M&A); Sophie Staples and Brian Mendick (Tax); Greg Grogan, Caitlin Lucey, Alan Fenyes and Garrick Ehlers (ECEB); Genevieve Dorment and Melanie Jolson (Intellectual Property); Joshua Bonnie and Jonathan Ozner (Capital Markets); and Alden Millard and Catherine Burns (Credit).

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