

SRS acts for Pathena on Primetag deal

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SRS Advogados advised Portuguese venture capital fund Pathena on its €1.3 million investment in Primetag, a technology startup specialised in online influence marketing.

Primetag will use the funding to expand into the Spanish market.

Founded in 2015, Primetag provides software which transforms online images into sales channels, ensuring that a user navigating a website or blog can click on an image or product and be directed into the sales channel of the relevant brand.

The team at SRS Advogados included partner Gustavo Ordonhas Oliveira and managing associate Neuza Pereira de Campos.