

**Chammas & Marcheteau advises Iris on the
\$125 million sale of Scibids to US company DoubleVerify (Software/AI)**

Chammas & Marcheteau advised Iris, a European venture capital and growth capital company specialising in technology, on the sale of its shares to DoubleVerify, in the context of the latter's acquisition of Scibids.

Founded in Paris in 2016, Scibids develops an AI-powered solution for managing and optimising digital advertising campaigns, aimed at media buyers. The company quickly went international from Asia to the UK and US. Growth went continuous and the company became an important brick in the market partnering with all of the biggest players in adtech. Their most recent unbelievable achievement is an exclusive partnership with Google DV360, by far the leader of the market.

DoubleVerify is a US leading software platform for digital media measurement and analytics. Its mission is to make the digital advertising ecosystem stronger, safer and more secure, thereby preserving the fair value exchange between buyers and sellers of digital media. Hundreds of Fortune 500 advertisers employ its unbiased data and analytics to drive campaign quality and effectiveness, and to maximize return on their digital advertising investments – globally.

The **Chammas & Marcheteau** team consisted of **Denis Marcheteau** (partner), **Romain Penloup** and **Jeanne Cormerais** (associates).

Advisor to the purchaser DoubleVerify: DLA Piper

Advisor to the target company Scibids: McDermott Will & Emery

About Chammas & Marcheteau

Chammas & Marcheteau is a Paris-based independent law firm that advises companies, investment funds and entrepreneurs on their transactions and development strategies in France and abroad. With more than 50 specialists in business law, including 13 partners, the Firm offers its clients expertise in Private Equity, Mergers & Acquisitions, Funds and Financial Services, Corporate, Restructuring and Turnaround, Tax, Intellectual Property and Information Technology, and Employment Law.