

# Haynes and Boone Advises China's Mobvista in Agreement to Purchase Danish Company Game Analytics

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A team of Haynes Boone lawyers has advised Mobvista of China in its just-announced acquisition of analytics service company Game Analytics ApS.

The joining of the two companies will take advantage of synergies. Game Analytics is a leading behavioral analytics platform for game developers. Through this acquisition, Mobvista, Asia's largest and fastest-growing mobile ad tech company, significantly expands its international reach and service offering to bring game developers a complete advertising technology platform that drives revenue and maximizes lifetime value.

Palo Alto Partner Yan Zhang led the Haynes Boone team, which included Associate Kaylee Yang, Law Clerk Lu Shi and Summer Associates Winnie Wong and Ran Duan.

## **About Mobvista**

AppsFlyer, a leading mobile analytics platform, has ranked Mobvista ranked No. 3, following Facebook and Google AdWords, in the 2016 Global Android Power Ranking released in 2016. The company has more than 300 employees and its worldwide mobile ad network reaches more than 10 billion daily impressions in 240 countries.

## **About Game Analytics**

Game Analytics' free analytics service platform for game developers is one of the largest in the world, with over 25,000 registered developers and more than 1 billion unique players tracked since launch. Currently, the platform maintains over 350 million monthly active users and 22,000 active games.