

## Haynes and Boone Advises China's Mobvista in Agreement to Purchase Minneapolis-based company nativeX for \$25 Million in Cash

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March 8, 2016 Sam Lichtman, Chris Kang, Don Shiman, Gavin George, Tamara Devitt, Frank Wu, Simin Sun

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**PRACTICES** AI and Technology, Capital Markets and Securities, International Tax, Corporate, Mergers and Acquisitions, Asia, International, Tax

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A team of Haynes Boone lawyers has advised Mobvista of China in its just-announced acquisition of mobile advertising monetization company nativeX LLC for \$25 million in cash.

The joining of the two companies will take advantage of synergies. Mobvista is the largest mobile advertising network in Asia and specializes in non-gaming apps, while nativeX is well positioned in the West and is active in the gaming sector.

Palo Alto Partner Yan Zhang led the Haynes Boone deal team, which included [Frank Wu](#), [Simin Sun](#), Kaylee Yang and Alicia Wang from the corporate team; [Sam Lichtman](#) and [Don Shiman](#) from the tax team; [Chris Kang](#) from the benefits team; Janet Ismail and [Tamara Devitt](#) from the employment team, and [Gavin George](#) from the IP team.

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.