

# Habu Announces Acquisition Agreement by LiveRamp

Client News

January 17, 2024

Gunderson Dettmer represented client Habu, a data clean room software provider, in its acquisition agreement by LiveRamp, the leading data collaboration platform. Habu connects data internally and externally with other departments, partners, customers and providers in privacy-safe and compliant ways for better collaboration, decision making and results.

With a transaction valued at approximately \$200 million, the acquisition will further accelerate LiveRamp's ability to offer global data collaboration at scale, across all clouds and walled gardens, solving fundamental challenges for customers while also unlocking powerful measurement and analytics use cases.

In the [announcement of the acquisition](#), CEO of Habu Matt Kilmartin said, "LiveRamp and Habu approached the data collaboration market with two complementary strategies that share the common goal of creating the largest data collaboration network rooted in privacy. As we look ahead to our next chapter as part of LiveRamp, we're as committed as ever to our mission of paving the way for the next frontier of responsible data collaboration."

The Gunderson Dettmer deal team was led by M&A partner Andrew Luh and included M&A partner Billy Kwon and associate Mariana De Vita, strategic transactions partner Gina Marek and associates Anna He, Phoebe Hung and Kerry Moller, executive compensation partner Liz Webb and associate Sofia Rattes, tax partner Lily Kim and associate Tina Xu, public companies partner Andy Thorpe, corporate associate Brian Wohlhieter and data privacy associate Frida Alim.

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