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Mango Telecom acquired the Calltouch service

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The leading Russian business cloud communications operator, Mango Telecom, has become the owner of the cross-channel analytics, call tracking, and advertising management platform Calltouch. The amount is not disclosed, but it is the largest M&A deal involving a marketing analytics service in the Russian market.

Mango Telecom has announced the closure of a deal to acquire a 100% stake in the Calltouch group of companies. The sellers were Calltouch founder Mikhail Fedorinin and the shareholders of the Kokoc Group. The seller's advisor was the investment bank Aspring Capital. The deal is expected to position "Mango Telecom" as a leader not only in the cloud communications market but also in the marketing analytics market.

Mikhail Fedorinin, Founder of Calltouch: "We have been in discussions with Mango Telecom regarding acquisition for quite some time, and I am pleased that it has finally happened. I see tremendous potential for synergies resulting from this deal for both companies, as both projects are leaders in their respective fields, and the merger will strengthen their positions. From my side, I will continue to closely monitor their successes and provide all possible assistance."

Alexey Avdeev, CEO of Calltouch: "Negotiations began in 2018. This is a well-thought-out and carefully considered decision. Mango Telecom is the perfect partner for us, being the largest virtual telephony operator in Russia with significant expertise. This move will allow us to grow even faster and expand our capabilities."

Sergei Ayrapetov, Partner at the investment bank Aspring Capital: "During the company's sale process, we were able to attract serious interest from several investors and assist the company and its shareholders in choosing the optimal deal."

The participants have not disclosed the deal amount. Calltouch's revenue for 2019 was approximately 700 million rubles, while "Mango Telecom" had revenue of 3.28 billion rubles during the same period. The companies expect double-digit growth rates in their main financial indicators. The combined revenue is projected to reach 5 billion rubles in 2021.

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