

Dentons advises Competera, a pricing platform for retailers, on the establishment of its US headquarters

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Kyiv —Global law firm Dentons has advised Competera, a next generation pricing platform for eCommerce and omnichannel retailers, in connection with the establishment of its headquarters in the US to better position the company within the technology market.

Founded in Kyiv in 2014, Competera has established offices in the US, UK and Singapore and serves customers in 28 countries. The company helps category managers in retail to make the right merchant decisions, enhance their category and pricing strategy, and increase revenue using an analytics and management platform built on advanced algorithms, math, and retail expertise. In 2019, Competera was selected as the second best startup among 60 international AI projects at Startup Elevate, London Tech Week's flagship event.

Dentons advised on corporate and tax matters, including setting up the US headquarters and establishing an additional operating entity in the US for direct cooperation with customers. The Firm also assisted in developing an omnibus incentive compensation plan, allowing company employees to acquire equity ownership, and advised on the transfer of the existing IP rights to its headquarters, as well as the acquisition of the Ukrainian and Singapore entities by US headquarters.

Dentons' cross-border team was led by partners **Volodymyr Monastyrskyy** in Ukraine, **Michael Froy** in the US, and **Eunice Yao** in Singapore, with the support of associate **Igor Svitlyk**, counsel **Oksana Horban** and junior associate **Oleksandra Piskun** in Ukraine, associate **Zac Moskowitz** and partners **Jon Hutchens** and **Michael Maryn** in the US, and associate **Hui Qi Lim** in Singapore.

About Dentons

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