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BERSAY has advised Adevinta Ventures in its investment in the insurtech Lovys, the first 100% digital neo-insurance

BERSAY has advised Adevinta Ventures in its investment in the insurtech Lovys' Series A follow-on funding round, previously completed in January 2021. Lovys is taking advantage of this investment to launch its activity in Spain and Portugal and accelerate the development of its car insurance.

Adevinta Ventures is the investment arm of Adevinta, a global specialist in online classifieds that operates leading digital marketplaces in 16 countries. This transaction is the first investment made in France by Adevinta Ventures in the fintech and insurtech sector.

Lovys is the first 100% digital neo-insurance company that offers tailor-made products meeting the needs of new generations to support them at every stage of their lives. Lovys wants to offer the younger generations a complete protection, available on a single interface, entirely online.

This new investment, also made by the international insurance group MS&AD, makes Lovys Series A one of the largest in the BtoC insurtech sector in Europe. In addition, the startup announced the launch of its activity in Spain and Portugal with the support of Adevinta Ventures, which has already supported several startups in their European expansion.

Adevinta Ventures was advised by BERSAY with a team composed of Anya Hristova, Pauline Darmon and Juliette Vacheron on private equity aspects; Claire Poirson and Léa Monel on IP/IT law; Alain Jouan and Manuela Bitton on tax aspects; and Anne-Lise Puget and Annabella Robin in social law.

Lovys was advised by Orrick (Olivier Vuillod, Gisele Esteves Guedes and Katherine Fitzgerald).

About Bersay

Founded in 1995, BERSAY's practice covers all of the main areas of business activity, in an advisory capacity as well as in litigation and arbitration, and in both national and cross-border matter.

BERSAY brings together 40 highly-qualified lawyers, with wide-ranging expertise to address the legal needs of businesses. Driven by a desire to remain constantly innovative, effective and competitive, BERSAY became the first Paris law firm to be certified ISO 9001 (in 1998).

More information: [bersay.com](https://www.bersay.com)

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