

## **Mobusi acquires Lab Cave**

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Madrid based mobusi today announces the acquisition of Lab Cave, a video games development company. With 75 million downloads all over the world and a strong presence in the powerful Chinese, American and Japanese markets, Lab Cave has positioned itself as one of the biggest mobile games development companies in Spain. With a turnover of 75 million euros in 2016 and more than 200 employees, mobusi is the biggest mobile company in Spain in the performance and branding market.

Madrid, Spain - mobusi, a leader in the performance and branding market, today is pleased to announce the acquisition of Lab Cave, a video games development company. Fernando and Oscar Garca, two brothers passionate about video games and both with extensive experience in the national and international gaming development, started with the Lab Cave project in 2013. With 75 million downloads all over the world and a strong presence in the powerful Chinese, American and Japanese markets, Lab Cave has positioned itself as one of the biggest mobile games development companies in Spain.

For Fernando Garca, Lab Cave CEO, "mobusi will be a great partner for us; we share a lot in common and together we'll become even stronger. As well as this, although up until now all of our downloads have been organic, mobusi will be key in helping us grow even more thanks to their experience in the sector."

"With this action, we will be able to provide a great inventory under one very powerful brand that has already generated amazing numbers using various monetization techniques around the world." states Alberto Cenalmor, founder and CEO of mobusi. To carry out this operation, mobusi has sought the legal advice of Squire Patton Boggs.

Lab Cave boasts a team of more than 50 people who will start working with the mobusi team. The company has an extensive catalogue of casual, simulation, strategy and racing games as well as seeing many of its apps highlighted by Apple in more than 140 countries. Alberto Cenalmor is confident about Lab Cave and has in mind a strong diversification strategy. With this acquisition, he hopes that the mobusi group will be able to reach a considerable volume of the audience using video format on both CPI as well through using branding and hopes to increase traffic volume In-App, consolidating the strategies we brought about in the year 2016.

One of Lab Cave's biggest successes has been the game, Robber Race Escape, which was featured by Apple in the Chinese market for 3 weeks and already has more than 4 million downloads on iOS and Android. That way, the company positions themselves looking to create, on mobile, those games that everyone has always enjoyed playing, offering users the best experience possible.

mobusi:  
<http://www.mobusi.com>

Company Logo:  
[http://www.mobusi.com/images/images\\_2014/logo.png](http://www.mobusi.com/images/images_2014/logo.png)

With a turnover of 75 million euros in 2016 and more than 200 employees, mobusi is the biggest mobile company in Spain in the performance and branding market with clients like Letgo, Alibaba, Cabify and Gummy Drop and works with agencies like GroupM or Havas. Founded in 2012 with its headquarters in Madrid, the company started its international

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expansion two years ago and now has presence in Mexico, India and USA, allowing them to provide service all over the world. All Material and Software (C) Copyright 2012-2017 mobusi. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and registered trademarks may be the property of their respective owners.

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Alberto Cenalmor  
CEO  
0034 647408452

[alberto@mobusi.com](mailto:alberto@mobusi.com)

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