

# Lumo Digital Outdoors Limited's acquisition of Globox

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Technology & Media

**Sub-industry**

Marketing services

BDO advised Lumo Digital Outdoors Limited on its acquisition of regional digital billboard operator Globox, strengthening Lumo's national digital out-of-home (DOOH) network.

The acquisition expands Lumo's presence into New Zealand's regional markets and enhances its ability to deliver premium DOOH reach to audiences across the country.

The transaction represents a strategic step in Lumo's growth strategy, broadening its network and reinforcing its position within New Zealand's outdoor advertising sector.

The BDO Deal Advisory team was led by Andrew Grace and supported by Ben Keall, providing financial modelling and due diligence services.

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