

Hellman & Friedman to Acquire The NPD Group

10.20.21



Simpson Thacher is representing Hellman & Friedman in connection with its binding offer and entry into an exclusive agreement to acquire The NPD Group (“NPD”). Following completion of the notification and consultation process with NPD’s employee-works council, as required by law, H&F and NPD’s shareholders are expected to enter into a definitive sale agreement. The transaction is expected to close by the end of 2021, subject to the entry into the definitive sale agreement and satisfaction of the conditions set forth therein.

NPD is a global market information provider that offers data, industry expertise, and prescriptive analytics to help clients grow their businesses in a changing world. More than 2,000 companies worldwide rely on NPD to help them measure, predict and improve performance across all channels, including brick-and-mortar, e-commerce and B2B.

The Simpson Thacher team includes Atif Azher, Naveed Anwar, Mark Underwood, Michaela Dion and Jamie Lee (M&A); Brian Steinhardt and Dorothy Hector (Banking and Credit); Russell Light and Jacqueline Clinton (Tax); David Rubinsky, Jeannine McSweeney and Scott Schilson (Executive Compensation & Employee Benefits); Lori Lesser, Alysha Sekhon, Bobbie Burrows and Hilary Wong (Intellectual Property); Timothy Mulvihill (Environmental); Sara Razi, Kelly Karapetyan, John Goheen, Andrew Jensen and Henry Llewellyn (Antitrust); and Mick Tuesley and Jennifer Ho (Regulatory).

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