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Pavia e Ansaldo assists Unobravo in the international expansion in Spain under the 'Buencoco' name

Barcelona, 13 September 2023 - The law firm Pavia e Ansaldo, with a team composed of the Partner in charge of the Barcelona office, **Meritxell Roca Ortega**, and associate **Javier Vicente**, has assisted the Italian online psychology startup Unobravo in its international expansion process through its entry into the Spanish territory under the name of Buencoco. Unobravo was previously assisted in Italy by Pavia and Ansaldo's ESG manager **Milena Prisco** and associate **Arianna Cortese**, who are active in the firm's Milan office since Prisco joined as Of Counsel in March last year.

Unobravo, founded in 2019 by Danila De Stefano, is an innovative online psychology service aiming at becoming a reliable, competent and empathetic reference point in people's lives, to help them achieve their psychological well-being and support them in their personal growth. Last year it closed a capital increase of 17 million, which represented the first investment in Italy by the US private equity fund Insight Partners, one of the largest in the world.

The opening in Spain under the Buencoco brand represents the commitment to this country of the market leader in Italy with more than 4,000 psychologists providing their services, over 130,000 patients and more than 200 employees. The startup intends to consolidate its position in the Spanish market and offer a quality service accessible to all users in need of psychological help.

Pavia and Ansaldo's team provided legal advice to Unobravo in all aspects related to entering Spain, including the establishment of the local branch, privacy, recruitment of workers and tax. The firm highlighted the innovation and growth potential of the platform in Spain and worldwide, as well as the benefits it can bring to the mental health of the population, especially following the COVID-19 pandemic.