

## Case study: Kargo

Kargo is a digital marketing company which provides the world's largest mobile marketplace for premium brand advertising.

Working with some of the world's biggest brands and publishers, Kargo creates next generation automated tools customised for mobile use.

### What was the challenge?

Kargo has offices around the US and wanted to expand to the UK with people on the ground to take its rapid US growth global and sell mobile advertising solutions directly to UK and European clients.

### How did Blick Rothenberg help?

Blick Rothenberg advised on Kargo's international structure, IP location and UK trading model. We also advised on transfer pricing, Patent Box, payroll and VAT registrations. On an ongoing basis we provided management accounting support, payroll and VAT compliance, and year-end audit and corporate tax compliance services.

Nilesh Shah, CEO of Blick Rothenberg, regularly meets with Kargo in the US to keep abreast of developments within the business and advise on tax and accounting matters as they arise, such as planning for new territories and further global expansion.

### What was the result?

Blick Rothenberg helped Kargo to implement a trading model and structure that works commercially, as well from an international tax perspective. This enabled management to focus on further development of IP and the brand, to avoid unnecessary costs, and to grow revenues internationally. Of the relationship and service, Evan Schwartz, Corporate Controller at Kargo, said: "Blick Rothenberg have been a great help as we have expanded internationally. We are able to speak to staff at all levels, up to and including partners, whenever we need to. This has been for matters that have ranged from the day-to-day operations to high level advisory. This advice has been focussed on our UK expansion but it was great to hear that Blick Rothenberg will be able to continue to support us as we look at expansion into further territories."



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