

DEALS AND SUITS

Capillary Technologies acquires Kognitiv

On May 14, 2025, Capillary Technologies, an AI-powered loyalty management company, announced the acquisition of Kognitiv, experts in offering intelligent, omnichannel loyalty solutions. This strategic acquisition marks Capillary's fourth investment in the loyalty space since 2021, significantly expanding its global footprint and strengthening its position in the North American market.

BLG represented Capillary Technologies with a team led by Stefan Timms that included Marc Abdelsayed, Stephen Roumeliotis, Matteo Grandillo and Nikki Christou (Corporate); Sam Babe (Restructuring & Insolvency); James Fu, Tommy Leung, Kailey Hubela, Alexis Renaud and Andéanne Moses (Labour & Employment/Benefits); Brandon Evenson, Gabriel St-Laurent and Giselle Chin (Intellectual Property); Graham Splawski and Brianne Taylor (Litigation).