

Netention Group Acquires Menestios Limited in Strategic Brand-Building Move

Menestios Limited joins Netention Group's portfolio, marking a significant step in both organizations' growth strategies.

Gibraltar, Gibraltar May 20, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Netention Group has completed the acquisition of Menestios Limited, a brand-building company known for helping businesses launch and scale brands across real market environments. The deal brings the business into Netention Group's expanding portfolio of operational companies.

The acquisition gives the organization access to a broader network of resources and partners within Netention Group's ecosystem.

For Menestios, the move creates new opportunities. The organization can now tap into group-level infrastructure, strategic input, and cross-portfolio synergies. These advantages are expected to support the company as it takes on larger and more complex brand-building engagements.

Netention Group focuses on acquiring businesses with strong operational foundations. Menestios Limited fit that profile.

The company does not just develop brand concepts. It builds systems — naming, visual identity, messaging frameworks, and go-to-market structures — that businesses actually use to grow. That practical, execution-first approach aligned with Netention Group's acquisition philosophy.

Menestios Limited helps communication platforms build robust product infrastructure — from analytics and customer support to payment processing and technical operations. That track record made it an attractive target.

Menestios Limited clients can expect no disruption. The organization's day-to-day operations continue without interruption. The existing team handles all current and incoming projects.

The company has always operated as a hands-on partner for its clients — not as an agency at arm's length. That approach does not change under Netention Group's ownership.

About Menestios Limited

Menestios Limited builds brands from the ground up and helps companies launch, operate, and scale them across real business environments — across products, platforms, and markets. Menestios Limited serves as a brand-building partner for companies that need a brand they can actually use: not just a concept, but a working system that supports growth, hiring, product launches, and market expansion. The company delivers naming, identity, messaging, and go-to-market structures built to perform in real conditions, not just look good on paper.

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