



Ogier advises on the main board IPO of Many Idea Cloud Holdings Limited

Deals - 18/11/2022

Ogier acted as Cayman Islands and BVI counsel for Many Idea Cloud Holdings Limited for its proposed HK\$314 million initial public offering on the Hong Kong Stock Exchange.

Many Idea Cloud Holdings Limited is the third largest company in event content marketing services in China, and the second largest in the industry for sports events marketing. It provides integrated solutions in the People's Republic of China including content marketing, SaaS interactive marketing, digital marketing, public relations event planning and media advertising. Its customers include large well-known Chinese brands such as FILA (斐乐), China Resources Land (中国资源地产) and Vanke (万科).

During this transaction, Ogier demonstrated strong capabilities in understanding the client's need and advised on unusual and complex reorganisation steps. The unique aspects of this transaction included the innovative reorganisation of the group, which was conducted by way of business transfer, to resolve the Company's shareholding structure issues and the SaaS new business undertaken by the Company.

The Ogier team in Hong Kong was led by senior legal manager Janice Chu with support from the firm's global head of Corporate, Nathan Powell and paralegals Jenson Ng and Jasmine Lin.

About Ogier

Ogier is a professional services firm with the knowledge and expertise to handle the most demanding and complex transactions and provide expert, efficient and cost-effective services to all our clients. We regularly win awards for the quality of our client service, our work and our people.

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