

Wong & Partners.

Member Firm of
Baker & McKenzie International

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Wong & Partners advises Media Prima Berhad on 100% acquisition of Rev Asia Holdings Sdn Bhd

Kuala Lumpur, Malaysia, 15 May 2017 – Wong & Partners, the member firm of Baker McKenzie International in Malaysia, advised Media Prima Berhad ("MPB") in connection with its proposed acquisition, through its wholly-owned subsidiary Media Prima Digital Sdn Bhd ("MPD"), of the entire share capital of Rev Asia Holdings Sdn Bhd ("Rev Asia") from Rev Asia Berhad and Youth Asia Sdn Bhd for a total purchase consideration of MYR 105 million.

MPD will acquire Rev Asia's subsidiaries which are involved in the business of advertising, publication and internet social media services. Rev Asia is one of Southeast-Asia's leading digital media businesses and the acquisition will create Malaysia's largest digital media company.

Partner Munir Abdul Aziz led the team that advised MPB and he was supported by senior associate Hong Sze Chen, as well as associates Jacklyn Lim and Cheng Wei Cheah.

"It has been a privilege for us to advise Media Prima Berhad and its digital media division in this landmark transaction which will enable it to make a significant leap forward in continuing to build its digital media platform. We expect that the transaction will set a marker for M&A deals that involve the acquisition of online assets by growth driven media companies. We are fortunate to have been able to apply our capabilities across our Corporate and Intellectual Property teams to navigate the complexities involved in the deal." said Munir.

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About Wong & Partners

Wong & Partners, a member firm of Baker McKenzie International, is a Malaysian law firm dedicated to providing solution-oriented legal services to its clients. The Firm uniquely combines its rich local knowledge with broad global capabilities. Since its establishment in 1998, Wong & Partners has grown steadily and now consists of 17 partners and more than 50 associates. The Firm's lawyers are able to deliver comprehensive and integrated advice to clients, and are trusted by respected domestic and multinational corporations for their needs in Malaysia and throughout Asia. The Firm's lawyers are committed to helping clients apply industry-specific, innovative and practical solutions.

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