

ORCHESTRA MAKES STRATEGIC INVESTMENT IN C-JeS STUDIOS

The investment in Korea's leading comprehensive entertainment company is expected to create tangible synergetic effects in existing drama/VFX production

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Orchestra Private Equity II (hereinafter referred to as "OPE II"), established by Orchestra Advisors Korea Ltd. (hereinafter referred to as "Orchestra"), has invested in C-JeS Studios Co., Ltd. (hereinafter referred to as "C-JeS Studios") through Vision Holdings Corporation ("Vision Holdings"). The recent move is expected to create synergetic effects between Vision Holdings and C-JeS Studios in the fields of drama/film production and CG/VFX productions. As K-content is gaining traction all over the globe, Vision Holdings will make strategic investments in C-JeS Studios to attract more domestic and foreign investors and bring the sale of Vision Holdings to the surface, which was acquired five years ago.

C-JeS Studios is one of the leading entertainment companies in the domestic content industry. It has produced dramas such as JTBC's "Welcome to Waikiki" and "Lost," SBS's "The Nokdu Flower" and "Switch: Change the World," tvN's "Hometown," "Eve," and "Link," Disney+'s "Casino," and films such as "The Night Owl," which won three Baeksang Arts Awards, and "Citizen of a Kind," which is scheduled to be released this year, solidifying its position as a production house that guarantees well-made, good quality productions. The company also strengthened its content value chain by merging Gulliver Studios, one of its subsidiaries in charge of VFX for Netflix's "Squid Game," in late 2022.

Vision Holdings, which made strategic investments in C-JeS Studios, is making endeavors to expand its business scope to include content development and production, agency and post-production services, advertising production/agency/VFX, and drama and movie production/CG-VFX studios. Starting with the acquisition of 257 Studios, a VFX studio specializing in film and drama productions in 2021, the company continued to acquire Boss Contents, a drama and film content production company comprised of core talents such as famous Korean drama and film producers and screenwriters in 2022. As the only all-round content provider in Korea, Vision Holdings expects that the investment will enable the company to work closely with C-JeS Studios to advance video content and VFX production in various fields such as films and television series on OTT platforms.

About Orchestra Private Equity

Orchestra Private Equity is a cross-border private equity fund manager based in East Asia, which aims to acquire local companies at the smaller end of the middle market and build them into 'Global Champions'. With teams in Japan and Korea, Orchestra is headquartered in Singapore. Orchestra combines a long-term perspective on growth based on intrinsic value of the business, and applies relevant knowledge and experiences required to create equity value. Orchestra members work with portfolio company management teams to make businesses more valuable through organic growth, geographic expansion, institutionalizing businesses by developing a strong management bench, and add-on acquisitions domestically and globally. Please visit www.orchestraprivatteequity.com more information. For inquiry on the press release, please contact information@orchestraprivatteequity.com.

About Vision Holdings Corporation

Vision Holdings is an all-round content provider that offers a wide range of services including content development and production, agency services, VFX, CG images, and post-production services to brands, advertising agencies, entertainment companies, and production houses that produces film and television series (including streaming platforms). Vision Holdings has been in business for over 35 years and is located in Seoul with over 100 employees.

About C-JeS Studios

C-JeS Studios is a comprehensive entertainment company, positioning itself as a content creator group ranging from artist management, filmmaking, drama production, VFX CG studios, record production, musical production, and global performance projects. C-JeS Studios is striving to become an entertainment company that delivers joy and excitement through the power of content.