



## ORCHESTRA PRIVATE EQUITY

Orchestra Advisors Korea  
Seoul Finance Center 21FL  
136 Sejongdaero Junggu  
Seoul 04520 Korea

Orchestra Advisors Japan  
Sanno Park Tower 3FL  
2-11-1 Nagatacho Chiyodaku  
Tokyo 100-6162 Japan

**FOR IMMEDIATE RELEASE**

**Contact:**

Sunny Yoon, Orchestra Private Equity

[information@orchestraprivatteequity.com](mailto:information@orchestraprivatteequity.com)

### **ORCHESTRA PRIVATE EQUITY CLOSED ITS 2<sup>nd</sup> BUYOUT DEAL**

*Established “Orchestra Private Equity II” and acquired SEOULVISION, Korea’s leading post-production service provider with significant presence in China*

**February 23, 2018**

Orchestra Private Equity II, L.P., private equity fund established by Orchestra Advisors Korea L.P. (“Orchestra”), is pleased to announce acquisition of 87% of total shares of SEOULVISION Co., Ltd. (“SEOULVISION”). The private equity fund was established in Korea with limited partners comprised of Korean institutions. The deal was closed on February 23, 2018, and the investment amounted to KRW 61 billion (approximately USD 56 million).

SEOULVISION was established in Seoul in 1986, is Korea’s leading post-production service provider focused mainly on TV commercials. SEOULVISION can provide full scope post-production service (editing, online compositing, 3D/CG effects, color grading, and audio) and has completed more than 30,000 TV commercial projects. Leveraging on its wide range of service and a long history of building trusted relationship with advertisers, ad agencies and directors, SEOULVISION has successfully positioned itself as one of Korea leading service providers. On the back of strong business in Korean market, SEOULVISION established a subsidiary in Shanghai, China in 2016. Despite short business history, Shanghai subsidiary grew as one of top 5 post-production service providers in China.

To maximize shareholder value, Orchestra will play an active role in expanding revenue through recruitment of revenue-generating talents, add-on acquisitions in relevant business areas, exploring new business areas including full-featured movies and online ads, and China localization and global expansion.

“Orchestra is excited to partner with SEOULVISION,” commented Jay Kim, Orchestra’s Partner. “American, European, and Japanese post-production service markets went through significant industry consolidation, whereas Korean market is still fragmented,” Mr. Kim explained. “Through talent recruiting and add-on acquisitions, SEOULVISION will be able to rapidly expand market share and consolidate the industry segment it participates in.”

SEOULVISION marks the 2<sup>nd</sup> buyout deal for Orchestra since its acquisition of Maruman & Company K.K. (Japan) and Maruman Korea Co., Ltd. in July 2017. Deloitte served as financial, tax and IT advisor for Orchestra on the transaction, with KL Partners as legal counsel and T-Plus as management consultant.

Orchestra Advisors Korea  
+82.2.3782.4520

Orchestra Advisors Japan  
+81.3.6205.3300

[www.orchestraprivatteequity.com](http://www.orchestraprivatteequity.com)

### **About Orchestra Private Equity**

Orchestra Private Equity is an East Asia mid-cap buyout fund that acquires and builds Korea and Japan-based Local Companies into “Global Champions”. The company is a cross-border General Partner with main teams in Korea and Japan; and aims to acquire mid-cap companies to generate superior returns. The team at Orchestra Private Equity combines a long-term perspective on growth orientation with an ability to understand the intrinsic value of a business and the skill, discipline and patience needed to create equity value for its Limited Partners. As a General Partner, Orchestra members work with portfolio company management teams to make businesses more valuable through organic growth, geographic expansion, and add-on acquisitions in domestic and global markets. Please visit [www.orchestraprivatteequity.com](http://www.orchestraprivatteequity.com) for more information.

### **About SEOULVISION**

SEOULVISION is a media post-production and digital imagery solutions service provider to advertisement agencies, entertainment companies, and movie studios. The SEOULVISION has 30 years of experience with 80 employees in Seoul and 30 in Shanghai. Please visit [www.visionholdingscorp.com](http://www.visionholdingscorp.com) for more information.

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