



## ORCHESTRA PRIVATE EQUITY

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**FOR IMMEDIATE RELEASE**

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### **ORCHESTRA PRIVATE EQUITY LAUNCHES KEY INITIATIVES AT SEOULVISION CO., LTD.**

*Completed corporate name change and transformed the company into holding company structure*

**January 17, 2019**

Orchestra Private Equity II, L.P., private equity fund (“OPE II”) established by Orchestra Advisors Korea LP. (“Orchestra”), is pleased to announce significant corporate initiatives effective January 17, 2019 at SEOULVISION Co., Ltd. (“SEOULVISION”) including corporate name change to Vision Holdings Corporation (“Vision Holdings” or “Company”) and transforming the company into holding company structure.

SEOULVISION’s corporate name is changed to Vision Holdings to better match with the company’s goal to expand beyond the core Korea market to China and other Asian markets; and also to expand beyond the core TV commercial post production service to computer graphics (CG) imagery service, visual special effects (VFX) imagery service, and TV commercial & online advertisement production business.

The name change also reflects the Company’s transformation into a holding company structure. Under Vision Holdings, there are now 5 wholly owned subsidiaries. Namely, Vision Commercial (spin-off of SEOULVISION), Vision CG (spin-off of SEOULVISION), Play-able (spin-off of SEOULVISION), Vision VR (formerly TWO TOKKI Co., Ltd. which was acquired in July 31, 2018), and Vision Shanghai (formally SEOULVISION’s Shanghai Office in China). Korea-based units are relocated to a new building housed in Seoul’s Gangnam district.

Jay Kim, Partner at Orchestra Private Equity, commented that, “the initiatives announced will provide Vision with the ability to strengthen its core post-production offerings and offer new services which will allow us to enter into new digital media markets with ease and certainty”.

#### **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

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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 Vision Holdings Corporation**

Vision Holdings is a media post-production and digital imagery solutions service provider to advertisement agencies, entertainment companies, and movie studios. The company has 30 years of experience with 100 employees in Seoul and 50 in Shanghai. Please visit [www.visionholdingscorp.com](http://www.visionholdingscorp.com) for more information.

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