DC advisory

DATE

May 09, 2025

SECTORS

Consumer, Leisure & Retail

DEAL TYPE

M&A Advisory

DEAL LOCATIONS

DEAL TEAM

Yong Sin Lin
Managing Director, Head of M&A

Yew Wee Cheah
Executive Director, Head of Regional Coverage

Arthur Yu
Director

UN SDG ACTIVITY

DC Advisory advises the shareholders of Golden Fresh group on its sale to Affinity Equity Partners

Background

- Based in Malaysia, Golden Fresh is an innovative, award-winning processor and supplier of branded value-added frozen seafood products
- Golden Fresh and its flagship brand, Pacific West, have built a strong reputation as a leading supplier of seafood solutions to chefs and consumers in more than 20 countries around the world specifically in Asia, Australia, France and the United Kingdom
- Affinity Equity Partners (AEP) is one of the largest independent private equity firms in Asia-Pacific, investing in Asia Private Equity since 1998
- AEP has US$14bn of assets and funds under management. Its investment focus encompasses Asia-Pacific with an emphasis on Korea, Australia, New Zealand, Southeast Asia, and Greater China

Process

- DC Advisory acted as exclusive financial advisor to the shareholders of Golden Fresh group on its sale to Affinity Equity Partners
- DC Advisory has known Golden Fresh and its controlling shareholders for several years, which allowed DC Advisory to understand the complex nature of Golden Fresh's international group structure, as well as the strategic needs of its various stakeholders across multiple jurisdictions
- DC Advisory was engaged to explore strategic options with a view to maximise value for its stakeholders and devised a series of structuring steps, in order to

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deliver a complete group to the buyer

- Through a discreet process with outreach to relevant investors in different parts of the world, DC Advisory was able to find an astute and value-creating buyer in AEP to buy out Golden Fresh group

Outcome

- Following extensive due diligence and intensive negotiation, the controlling shareholders of Golden Fresh agreed to sell the group to AEP
- The transaction was completed on 30 April 2025
- Following nearly 60 years of family ownership, Golden Fresh group is now poised to enter its next phase of growth under the stewardship of AEP
- This transaction showcases DC Advisory expertise in the Consumer, Leisure and Retail sector, and in particular, the highly differentiated seafood category

> "We are extremely honoured to have led this complex project and guided our client to navigate and complete this ownership transition journey."
>
> Mr. Yong Sin LIN, Managing Director, Head of M&A, DC Advisory

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