

DATE

October 01, 2019

SECTORS

Media & Telecom

DEAL TYPE

M&A Advisory

Asia Access

DEAL LOCATIONS**DEAL TEAM****Eric Edmondson**
Vice Chairman**Daniel Graves**
Managing Director**Naoya Nakamura**
Managing Director**Satoshi Ishiguro**

DC Advisory advised Cheetah Digital on the sale of its Japan Mail Publisher business to Bain Capital



DC Advisory acted as the exclusive financial advisor to Cheetah Digital, a portfolio company of Vector Capital, on the sale of MailPublisher to Bain Capital Private Equity.

MailPublisher is a leading e-mail service provider in Japan that has established a critical infrastructure for its customers, is distributing 6.1 billion emails on a monthly basis, and has been used by more than 5,300 companies in total. The company's software is used to deliver large volume of emails at high speed, with high security, and without delivery failure.

DC Advisory Japan and DC Advisory US provided unrivalled M&A execution capabilities in support of this significant transaction.

The DC Advisory team was a great partner and delivered exceptional results. They demonstrated deep expertise in executing a complex cross-border carve-out transaction that was key to the success of this process. The team produced an excellent outcome for all stakeholders and we look forward to continuing the relationship.

Sandy Gill
Principal, Vector Capital

Director



Hiroo Makino
Managing Director