



HERBERT SMITH FREEHILLS ADVISES JOINT GLOBAL COORDINATORS ON UJU HOLDING'S HK\$800 MILLION HONG KONG IPO

China
News

Leading global law firm Herbert Smith Freehills has advised CMBC Securities Company Limited and Guotai Junan Securities (Hong Kong) Limited as joint global coordinators of online marketing solutions provider UJU Holding Limited (01948.HK)'s Main Board listing on the Stock Exchange of Hong Kong.

The IPO raised over HK\$800 million (approximately US\$103 million), and listed on 8 November 2021. Herbert Smith Freehills also advised on the prospectus drafting for this IPO.

"We are delighted to have worked with UJU Holding, a leading online marketing solutions provider, on its successful listing on the HKEX," said Beijing partner [Isaac Chen](#). "Primarily through short video, the company grows rapidly and goes public after four years of establishment."

In 2020, UJU Holding ranked the largest online marketing service provider in China in terms of gross billing generated from advertisements placed by general e-commerce platform advertisers on online short video platforms. The online short video marketing market in China increased from RMB30.2 billion in 2018 to RMB184.6 billion in 2020 at a CAGR of 147.3%, and is expected to further increase to RMB704.3 billion in 2025 at a CAGR of 30.7%.

"We have a strong track record of advising on these high-profile transactions for Chinese TMT companies, which maintain their momentum in Hong Kong listings," said Beijing partner [Zhong Wang](#). "We congratulate the company on this new chapter, and look forward to its continued success."

This deal adds to the growing roster of Chinese TMT listings on the Hong Kong Stock Exchange on which the firm has advised in the past three years, including [SaaS firm Duiba Group](#) (01753.HK), AI-based mobile app developer and mobile advertising platform services provider [Newborn Town Inc](#) (09911.HK), online marketing solutions provider [Netjoy Holdings Limited](#) (02131.HK), and brand e-commerce retail and wholesale solutions provider [UNQ Holdings Limited](#) (02177.HK).

Isaac and Zhong jointly led the team advising the global joint coordinators, assisted by Hong Kong senior associate Sherry Lai, Beijing associates Sannie Xue, Kathy Zhang and Bryan Zhu, and legal assistants Yuanyuan Yin, Ted Zhang, Gallant Guo, Li Nan and Amber Guan in Beijing.

01948.HK

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Isaac Chen

2020 2018 302 2020 1846 147% 2025 7043 30.7%

Zhong Wang

TMT SaaS 01753.HK 09911.HK 02131.HK 02177.HK

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If you have any questions, or would like to know how this might affect your business, phone, or email these key contacts.



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