



Ogier advises Xuan Wu Cloud on US\$215 million IPO

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Ogier has acted as Cayman Islands and BVI counsel to Xuan Wu Cloud Technology Holdings Limited (Xuan Wu Cloud) on its US\$215 million initial public offering (IPO) and listing on the Main Board of the Stock Exchange of Hong Kong (HKEX).

Xuan Wu Cloud was incorporated in 2010 and is the largest domestic intelligent customer relationship management (CRM) services provider in the PRC, and a leader in the intelligent CRM services industry with more than 10 years of experience.

The Ogier team in Hong Kong was led by partner Cecilia Li with support from the firm's global head of Corporate, Nathan Powell, and paralegals Vicky Wu and Kingston Tang. Ogier worked alongside Zhong Lun Law Firm LLP as Hong Kong counsel to Xuan Wu Cloud, and Jingtian & Gongcheng LLP as Hong Kong counsel to the sole sponsor and underwriters.

Cecilia said: "We're delighted to have assisted Xuan Wu Cloud on its successful IPO. Our equity capital markets team in Hong Kong has significant experience in advising on the listing of companies using Cayman and BVI listing vehicles on the world's leading stock exchanges."

Xuan Wu Cloud provides integrated CRM services for enterprises and relies on CRM Platform as a Service (CRMPaaS) and CRM Software as a Service (CRMSaaS) solutions to help customers manage their critical operations, product presentation, order fulfillment, omni-channel marketing, membership programme management and business analysis and reporting in a more efficient and effective way.

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