

Paris, April 28, 2020

Asacha Media Group acquires Picomedia and Stand By Me

Chammas & Marcheteau advises Picomedia and Stand By Me

Chammas & Marcheteau advised the Italian sellers of **Stand By Me** and **Picomedia** in connection with their acquisition by **Asacha Media Group**.

Based in Paris, **Asacha Media Group** was recently launched by three industry veterans: Gaspard de Chavagnac, who worked for the Canal+ group before becoming managing director of Zodiak Media Group in France, Marina Williams, who previously was managing director of the international activities of Endemol Shine, and Marc-Antoine d'Halluin, a former Zodiak executive who became managing director of TV production giant MBC in the United Arab Emirates.

Asacha Media Group, backed by the American fund Oaktree, aims to become a major European group in the creation, production and distribution of scripted content. The group's immediate aim is to develop non-English-language series and films, reality TV series, children's entertainment and documentaries in order to respond optimally to the growing demand for content by global streaming platforms, free-to-air broadcasters and pay-TV channels.

Legal counsel to Picomedia and Stand By Me : Chammas & Marcheteau : Denis Marcheteau (Partner), Pierre-Louis Sévegrand (Partner) et Romain Penloup (Associate)

Legal counsel to Stand By Me : Portolano Cavallo : Francesco Portolano, Luca Gambini and Andrea Gangemi.

Legal counsel to Picomedia : Pedersoli : Ascanio Cibrario, Luca Rossi Provesi, Giacomo Massironi et Andrea Scarpellini

Legal counsel to Asacha and Oaktree : Mayer Brown and Legance

Counsel to French managers : Latournerie Wolfrom Avocats

About Chammas & Marcheteau

Chammas & Marcheteau is a Paris-based independent law firm that advises companies, investment funds and entrepreneurs on their transactions and development strategies in France and abroad. With 35 specialists in business law, including 10 partners, the firm offers its clients expertise in Mergers & Acquisitions, Private Equity, Funds and Financial Services, Distressed and Turn-Around, Tax, and Intellectual Property and Information Technology. The Firm has a rapidly growing international activity, including in Africa.