

# CNPLAW LLP ADVISED THE FOUNDERS OF INTREPID E-COMMERCE SERVICES PTE. LTD. ON ITS ACQUISITION BY ASCENTIAL PLC FOR A CONSIDERATION OF UP TO USD250 MILLION.

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**DEALS**

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CNPLaw LLP advised the founders of Intrepid E-Commerce Services Pte. Ltd. on its acquisition by Ascential plc for a consideration of up to USD250 million.

KEY PARTNER :  
TAN MIN-LI

Category: [Deals and cases](#)

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**The team that advised the client: Tan Min-Li, Ge Xiaomeng, Lorraine Liew , Nicole Leong and Andrew Eng.**

CNPLaw LLP advised the founders of Singapore-based Intrepid E-Commerce Services Pte. Ltd. (“Intrepid”), a leading regional eCommerce and Digital solutions provider across South-East Asia, on the acquisition of Intrepid by Ascential plc, a FTSE 250 company and global leader in information, analytics and eCommerce optimisation.

The initial cash consideration paid for Intrepid is US\$57m, plus deferred consideration payable over four years, contingent on meeting certain financial targets, resulting in an estimated total consideration of between US\$100m and US\$197m, with the maximum total consideration payable for Intrepid, capped at US\$250m.

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