



Ekachai Chotpitayasunon

Partner

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Languages

- Thai
- English

Education

- LL.M, Northwestern University, School of Law, USA
- LL.M, Chulalongkorn University, Thailand
- LL.B (Honors), Chulalongkorn University, Thailand

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Profile

Ekachai is primarily engaged in capital markets (including IPOs and debt/equity offerings), mergers and acquisitions, as well as banking and finance (bills of exchange and debt financing) and corporate restructuring. He has particular expertise in offering debentures and debt instruments from several Thai companies through a private placement offering to institutional investors and high net worth individuals.

Ekachai has represented a wide spectrum of companies from small local firms to state-owned enterprises and large foreign multinationals. He has deep-rooted experience in the real estate and property development sector, having spearheaded numerous complex real estate development projects. The other major industry sectors which he serves include financial services, energy & power (renewable energy – solar/wind), oil & gas, and technology, media and telecoms (TMT). He has handled fund-raising projects for several TMT (tech start-ups) including online financial investment, online education, cloud accounting software and transportation services.

Areas of Expertise

- Banking and finance
- Capital markets
- Corporate and M&A
- State-owned enterprise law

Professional Experience

- Senior Associate, Weerawong, Chinnavat & Peangpanor Ltd.
- Associate, White and Case (Thailand) Limited
- KPMG Phoomchai Tax & Legal Co., Ltd.

Awards and Recognitions

- “Professionalism, good knowledge and quick to understand.”- Client Feedback, IFLR1000, 2021
- Highly Regarded Lawyer in Corporate and M&A by IFRL 1000, 2023
- Rising star partner in Corporate and M&A by Asialaw, 2023

Practice Focus

A selection of matters in which Ekachai has been involved include:

Corporate and M&A

- Advising FWD General Insurance Public Company Limited on licenses, permits, and regulatory compliance for the business operation of the company in Thailand.
- Representing Bolttech Insurance Broker (Thailand) Co. Ltd., one of Thailand's leading insurance platforms, in connection with secretarial services, which include providing general corporate advice in relation to the insurance sector in Thailand.
- Advising and assisting Bolttech Life Insurance Broker (Thailand) Co., Ltd. on the application and registration of the amendment to include the operation of the reinsurance and Limited broker, dealer and underwriter (LBDU) business to the company's objectives.
- Representing Frank.co.th, an online car insurance provider in relation to providing general corporate advice including secretarial assistance to the company.
- Representing Living Mobile Company Limited (FoodStory) with respect to Series B Funding led by Beacon VC, the venture capital arm of KASIKORNBANK PCL (KBank) and JWD InfoLogistics PCL (JWD).
- Representing Demeter Corporation Public Company Limited (DCORP) with business in the Innovation, Media and Renewable Energy sectors on its acquisition of assets and rights to operate in-store media advertising from N.E.XT Company Limited, a leading provider of in-store radio advertising media valued at approximately THB 40 million (USD 1.26 million).
- Representing JKN Global Media Public Company Limited, the market leader in Thailand's content distributorship industry, in connection with the Exclusive Distributorship Agreement with BEC World Public Company Limited and The Bangkok Television Company Limited in distributing all Channel 3 TV's drama series, the most-watched Thai channel in certain territories.
- Representing Phongsubthavy Roads and Bridges Construction and Irrigation Sole Company Limited (having the local name as ບໍລິສັດ ພິງ ຊັບທະວີ ກໍ່ສ້າງຂົວທາງ, ເຄຫາສະຖານ ແລະ ຊົນລະປະທານ ຈໍາກັດຜູ້ດຽວ) in relation to a cross-border sale of shares in Nam San 3A Power Sole Company Limited, who owns a hydro power plant of 69 MW in the Lao PDR - the transaction pursuant to a whole share acquisition, with a value of approximately THB 5.3 billion (USD 175.6 million).
- Representing Finnomena Company Limited, a fast-growing financial advisory firm, in connection with the Share Subscription Agreement and Shareholders' Agreement for its rounds of funding from Angel, Series A and Series B investors.
- Representing Hydrotek Public Company Limited, a leader in environment and waste management company in connection with the acquisition of 66% shares in SUT Global Company Limited by way

of entire business transfer, with a deal value of THB 500 million (USD 16 million).

- Representing Scan Inter Public Company Limited — an energy business enterprise that specialises in providing a complete natural gas system — in connection with the acquisition of shares in several gas station-related companies, with an approximate total value of THB 300 million (USD 9.6 million).
- Representing Thai ultimate shareholders of SECO Transport Co., Ltd. on their sale of share capital to a Thai business partner, with a deal value of THB 120 million (USD 3.8 million).
- Representing TIME dotCom International Sdn Bhd - a subsidiary of a Malaysian listed company for acquisition, through a partial voluntary tender offer, of 38.75 percent of the issued share capital of Symphony Communication Public Company Limited, with an approximate total value of THB 1.54 billion (USD 49.4 million).
- Representing DOD Biotech Public Company Limited, a manufacturer of dietary supplements, in connection with the acquisition of 90% shares in PCCA Laboratory Company Limited by way of entire business transfer (EBT) constituting a deal value of THB 297 million (USD 9.5 million).
- Representing Padaeng Industry Public Company Limited, a renewable energy business operator, in its acquisition of 100% shares in IEC Mae Ramat Co., Ltd., which operates a solar power plant project with 6.3 Megawatt in Tak Province comprising a deal value of THB 477 million (USD 15.3 million).
- Representing B.Grimm Joint Venture Holding Company Limited on the requirements and restrictions under the relevant laws related to the preparation of bidding and supporting documents for submission to the Royal Thai Navy for the development of three 60,000 sq.m. condominium buildings on state-owned land with a total value of approximately THB 800 million (USD 25.6 million).
- Representing a group of shareholders in Thai Hua Rubber Public Company Limited — one of the largest multinational enterprises involved in planting, processing and selling of natural rubber in Thailand — for disposal and restructuring of shareholding structure in the company and its subsidiaries, with the deal value of approximately THB 1.2 billion (USD 38.6 million).
- Representing Siamraj Public Company Limited, a Thai listed company engaging in construction, procurement, distribution, and installation of engineered pumps and systems, in connection with the acquisition of 100% shares in Techtronic Company Limited by way of entire business transfer (EBT) with a total deal value of THB 313.45 million (USD 10 million).
- Representing Bliss-Tel Public Company Limited, a company offering information technology, telecommunication and infrastructure, in connection with the acquisition of 35 percent of the issued share

capital of Information Technology Group Ltd., with a deal value of THB 700 million (USD 22.5 million).

- Representing Demeter Corporation Public Company Limited (DCORP) with business in the Innovation, Media and Renewable Energy sectors on its acquisition of shares from a 4.9 MW biogas power plant - Akkarawat Renewable Energy Power Plant Company Limited, valued at approximately THB 110 million (USD 3.5 million).

Equity Capital Markets (ECM)

- Representing Finnomena Company Limited, Southeast Asia's leading fintech startup operating a digital wealth management platform in relation to the sale of new issued shares and certain number of existing shares for its rounds of funding Series B investors valued at approximately USD 10 million (THB 319,750,000).
- Representing Urban Mobility Tech Company Limited, a start-up company that focuses on providing ride-hailing on-demand sharing transportation services, in connection with the capital injection from Banpu Infinergy. Co., Ltd. valued at THB 67 million (USD 2.17 million).
- Representing Triple i Logistics Public Company Limited, a Thai listed company engaging in transportation and logistics services, in connection with its domestic initial public offering, with an approximate total value of THB 789.6 million (USD 25.4 million).
- Representing B.Grimm Power Public Company Limited, Thailand's oldest infrastructure developer, in connection with an international initial public offering, company secretary, with a total value of THB 11.5 billion (USD 369.7 million).

Debt Capital Markets (DCM)

- Representing JKN Global Media Public Company Limited on the offering of a 5-year convertible debenture by way of private placement to one specific investor; North Haven Thai Private Equity Fund of the Morgan Stanley Group, a global financial services company. This joint venture deal includes strategic structure, pricing and terms negotiation, accompanied with sets of complex agreements with a total value of approximately THB 1.2 billion (USD 38.14 million).
- Representing Thai Bonnet Trading Zone Co., Ltd. and Srisawad Finance PCL (debenture holders' representative) in connection with issuing debentures as well as land mortgage registration valued at THB 400 million (USD 12.63 million).
- Representing RHB Securities (Thailand) Public Company Limited, a full-service brokerage firm, for the offering of debt instruments issued by several Thai companies through a private placement offering to institutional investors and/or high net worth individuals.
- Representing KT Zmico Securities Company Limited, a company engaging in securities business, in the offering of debt instruments

issued by several Thai companies through a private placement offering to institutional investors and/or high net worth individuals

- Representing Watergate Hotel through RHB Securities (Thailand) Public Company Limited in the offering of debentures with a total value of THB 200 million (USD 6.4 million), through a private placement offering to institutional investors and/or high net worth individuals.
- Representing Fragrant Property Public Company Limited, a real estate development company, in the offering of debentures with a total value of THB 1,000 million (USD 32.1 million) through a private placement offering to institutional investors and/or high net worth individuals.
- Representing Nusasiri Public Company Limited, a Thai listed company engaged in the property development business in Thailand, in the offering of debentures with total value up to THB 335 million (USD 10.7 million) through a private placement offering to institutional investors and/or high net worth individuals.
- Representing JKN Global Media Public Company Limited, a major content provider to license copyrighted content in Thailand, in the offering of debentures with a total value up to THB 400 million (USD 12.8 million) through a private placement offering to institutional investors and/or high net worth individuals.