

PESTALOZZI ADVISES PIA CORPORATION WITH ITS INVESTMENT IN DAIMANI

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PIA Corporation and **Daimani Holding** have signed an investment agreement regarding an investment of PIA Corporation into Daimani Holding and a joint venture agreement regarding Japan and the Asian markets.

PIA Corporation is a Japanese corporation listed at Tokyo stock exchange and active in the entertainment and leisure business. DAIMANI is the first global marketplace for VIP Hospitality Packages, connecting official event providers with corporates and individuals. The business involves the planning, sale and operation of products that combine top-category tickets, such as VIP rooms for watching sports, concerts and other events, with the provision of high-quality food and beverages, gifts and services.

[Pestalozzi](#) advised PIA Corporation on all Swiss legal aspects of the transactions. The team included **Pascal Richard** (partner m&a, pictured left), **Petra Hanselmann** (partner m&a, pictured right), **Sarah Drukarch** (senior associate IP), **Markus Winkler** (counsel commercial), **Julia Ramseyer** (ssassociate m&a), **Luka Dunjic** (junior associate m&a).