

Olympus, UOB invest \$90m in China radio ad agency



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A consortium led by Olympus Capital Asia and UOB Venture Management will acquire a controlling stake in Shanghai-based Yuanyu Radio, which claims to be the largest radio advertising agency in China, for \$90 million.

Founded in 2012, Yuanyu provides corporate clients integrated radio advertisement services, including planning, production, delivery and market analysis. The company's agency business delivers advertisements to non-exclusive radio frequencies, while its contract services division provides clients with exclusive rights to deliver advertisements in

specific regions. Yuanyu recently launched an internet broadcasting app - Timber - to serve as a central broadcasting platforms for all its partner radio channels.

At present, Yuanyu has partnerships with 151 channels in China. It has branches in 15 cities and production studios in Shanghai and Beijing. The company's clients include the likes of Ping An Insurance, Audi, Toshiba and China Mengniu Dairy.

“We see strong potential in Yuanyu as the clear market leader in national broadcast radio advertisement to consolidate the sector on the basis of its channel resources, coverage, and mix,” said David Shen, a managing director at Olympus. The GP will help Yuanyu expand its online platform by leveraging its offline media resources, with a view to providing multi-media solutions to clients.

Olympus cited data from market research firm Capvision that China’s broadcast radio advertising market was worth RMB12.2 billion (\$1.82 billion) last year. It is expected to reach RMB16.2 billion in 2019.

Olympus targets investments in the financial services, environmental and healthcare sectors. Since its founding in 1997, the firm has invested over \$2 billion in more than 50 companies in China, India, Japan, South Korea, and Southeast Asia. Previous investments in Greater China include electronic waste processor [Li Tong Group](#), private hospital manager [Tendcare Medical Group](#), and [Huaxia Dairy](#).