



Hae-sung Jeong

Partner

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Mr. Hae-sung Jeong is a partner at Shin & Kim, mainly practicing in the areas of M&A.

Professional Career

2020	Coupage Corp. (Secondment)
2017-Present	Shin & Kim LLC

Key Experience

M&A and Investments

- Advised Hyundai Steel on the sale of Hyundai IFC
- Advised Kakao Enterprise on governance improvement
- Advised SK Key Foundry on the acquisition of SK Powertech
- Advised SG Private Equity on the acquisition of Dongsung TCS (including Dongsung Chemical's materials division)
- Advised Lotte Shopping on the transfer of its Gift Certificate Business Division
- Advised IMM Investment and financial investors on the investment in EcoPro Materials
- Advised Premier Partners and financial investors on the investment in EcoPro Innovation
- Advised NAVER Financial on the acquisition of NAVER Real Estate Service and other businesses
- Advised 42dot on its sale to Hyundai Motor Company and Kia Corporation
- Advised KIDARI STUDIO and Lezhin Entertainment on the investment from ByteDance

- Advised 42dot on its Series A investment funding (largest Series A funding in history)
- Advised KRAFTON on the acquisition of interactive content producer Thingsflow
- Advised Kakao Entertainment on the acquisition of Antenna
- Advised LG Chem on the subscription of new shares of cosmetic container startup Innerbottle
- Advised NAVER Cloud on the acquisition of the Works Mobile business
- Advised Mirae Asset Venture Investment on the investment in shared office space provider SparkPlus

Mergers, Spin-offs and Joint Ventures

- Advised Kakao on the spin-off of the Daum business
- Advised Kakao Enterprise on the spin-off and merger of its Search Business Division
- Advised OCI on the merger by absorption of P&O Chemical
- Advised SK D&D on its spin-off
- Advised Kakao and Kakao Commerce on their merger
- Advised Kakao on the split-off of the Melon Business Division, establishment of Melon Company (tentative), and merger with Kakao Entertainment
- Advised GS Energy and GNTTEL on the operation of a joint venture, G CONNECT, for electric vehicle charging services
- Advised Kakao Commerce and Croquis.com on the spin-off merger of Kakao Commerce's style division and Croquis.com
- Advised Kakao Page and Kakao M on their merger

Education

2014-2017	Korea University, Law School (J.D.)
2007-2014	Korea University, College of Law (LL.B.)

Qualifications

2017	Admitted to bar, Korea
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Languages

Korean, English

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