

Eletromidia Completes Initial Public Offering on the São Paulo Stock Exchange (B3)

02.18.21



The Firm represented Eletromidia S.A. (“Eletromidia”) in connection with the initial public offering of Eletromidia on the São Paulo Stock Exchange (B3) at a public offering price of R\$17.81 per common share. The offering raised R\$872 million in gross proceeds (excluding the underwriters’ over-allotment option).

The common shares were offered to certain qualified institutional buyers under Rule 144A in the United States and to non-U.S. persons outside the United States in reliance upon Regulation S. Eletromidia’s common shares began trading on the B3 under the ticker symbol “ELMD3” on February 17, 2021.

Eletromidia is the largest out-of-home media company in Brazil in terms of revenues and number of screens, and reaches an audience of approximately 22 million people per day in 18 Brazilian states.

The Simpson Thacher team included Grenfel S. Calheiros and Luiz F. Noronha (Capital Markets); and Jonathan Cantor and Suzy Yaster (Tax).

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