

Technology plus humanity makes an IPO reality

Who: St Marche

Sector: Food retail

Position: Executive Legal and Regulatory Manager

Headquarters: São Paulo, Brazil

Transaction Type: Initial public offering (IPO), Agribusiness Receivables Certificate (CRA) and debentures

Key resources: Analysis, audit, and access traceability (dashboards)

St Marche

Case study



The challenge

In 2020, the St Marche supermarket chain recognized that the market conditions were suitable for a potential initial public offering (IPO).

The company had a short amount of time to complete the necessary steps for the IPO, as well as the issuance of CRA and debentures. This required the use of a data room that, in addition to being the best in terms of technology, came with the support of a specialized team available at any time.



The solution

The supermarket chain realized that if the data room were used in a fragmented manner by different parts of the company, the platform could become cluttered with unnecessary documents. To streamline the process, it was decided that Caio Mallone, Executive Legal and Regulatory Manager of St Marche, would be the main liaison between the company, law firms, banks, and other stakeholders.

As crucial as this role was, Caio couldn't neglect the company's day-to-day operations. It was here that the decision to use Datasite proved to be such a shrewd move. Caio says, 'Datasite was very helpful and forthright in guiding how to use the data room in the best way, optimizing the company's time and, consequently, my time.' He also emphasizes the value of being able to rely on Datasite's constant support: 'We never experienced platform unavailability or support team unavailability.' Caio believes that what sets Datasite apart is the combination of 'the technology of the tool and, most importantly, the human factor'. With Datasite's support, St Marche raised over R\$480 million.

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The human factor is what makes Datasite stand out. It's not just another company; it's 'the' company.

Caio Mallone, Executive Legal and Regulatory Manager, St Marche

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