

Bidvest Media launches digital marketing foray with majority stake of Retroviral Digital Communications

Bidvest Media, a division of Bidvest Group Limited (Bidvest), the international services, trading and distribution company listed on the Johannesburg Stock Exchange, has expanded its media offering by purchasing a majority stake in Retroviral Digital Communications (Retroviral)...



As a result of the acquisition, Retroviral has become a subsidiary of Bidvest Media.

Bidvest Media already has a 100% stake in MSCSPORTS, an integrated sports marketing and sponsorship agency, Create, and an airport's media company. This makes Retroviral its second media and marketing acquisition.

Retroviral co-founder Mike Sharman retains an interest in the company, and is committed to remain at its helm. His entire team moves under the Bidvest Media umbrella with him, ensuring strategic and servicing continuity for clients and job security for employees.

Find out more about the acquisition from Mike Sharman, who was featured in our [NewsMaker series](#).

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