

Gecić Law Wins 2025 CEE Legal Matters Deal of the Year Award for Serbia

The historic EUR 1.5 billion deal, on which Gecić Law advised Telekom Srbija Group as lead legal advisor, has been recognized as the CEE Legal Matters 2025 Deal of the Year for Serbia at the annual celebration of the deals that shape Central and Eastern European markets and the lawyers and law firms that bring them into being.



The landmark telecommunications and media transaction saw Telekom Srbija Group acquire NetTV Plus, direct-to-home businesses in Serbia and North Macedonia, and certain Western Balkans Sport Klub rights licenses from United Group. The acquisition formed part of a broader transaction with a combined enterprise value of EUR 1.5 billion, making it one of the largest telecom sector transactions in the region's history.

Gecić Law acted as lead counsel to Telekom Srbija Group, providing comprehensive legal support across corporate/M&A, regulatory, competition, EU law, finance, and sector-specific matters. The firm worked closely with Clifford Chance as international counsel and coordinated multiple local and international workstreams throughout the process.

The Awards

The CEE Deals of the Year Awards have been granted since 2017 by CEE Legal Matters – the

leading source of news and information about the lawyers and legal industry in Central and Eastern Europe – to celebrate the transactions, financings, IPOs, and other deals that underpin growth throughout the region, as well as the lawyers and law firms who make them happen.

The winners were selected through two rounds of Selection Committees consisting of senior law firm partners and in-house counsel from across CEE and announced at the annual CEE Deals of the Year Banquet on May 27, 2026, in Bucharest. More information about the awards and the banquet can be found on the CEE Legal Matters Deals of the Year Awards website.

Commenting on the recognition, Bogdan Gecić, Founding Partner of Gecić Law, said: “We are honored that this landmark transaction has been recognized as the CEE Legal Matters 2025 Deal of the Year for Serbia.

Supporting Telekom Srbija Group on a deal of this scale and strategic importance was a privilege for our team. The transaction reflects the continued growth, sophistication, and international relevance of the Western Balkans' telecommunications and media markets, and we are proud to have contributed to its successful execution."

Ognjen Colić, Partner and Head of Corporate/M&A at Gecić Law, added: "This was a highly complex, cross-border transaction requiring close coordination across corporate, regulatory, competition, finance, and sector-specific workstreams. The award is a testament to the strength and dedication of our team, as well as to our ability to deliver pragmatic and effective legal support on high-value transactions of regional significance."

The Team

The Gecić Law team was led by partners Bogdan Gecić, Ognjen Colić, and Miodrag Jevtić; counsels Miloš Petaković and Vera Davidović; senior associate Žarko Popović; and associates Nikola Ivković and Marko Jović.

In addition to Gecić Law, Telekom Srbija Group's legal advisors included Clifford Chance as international counsel, Fellner Wratzfeld & Partner in Austria, Kaimakliotis & Co in Cyprus, LALIVE in Switzerland, and Zdošek in Slovenia. Sullivan & Cromwell LLP advised e& PPF Telecom, while Kirkland & Ellis LLP advised United Group.

About CEE Legal Matters

CEE Legal Matters is the authoritative print and online publication for and about the lawyers and legal markets of Central and Eastern Europe. It features news, interviews, analysis, opinion, and more. Its mission has always been to be the go-to source of information about the legal industry in Central and Eastern Europe.

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About Gecić Law

Gecić Law is an award-winning, full-service independent law firm active across Southeast Europe and the wider European market. The firm advises leading corporates, financial institutions, investors, governments, state-owned enterprises, innovators, and high-growth businesses on complex cross-border transactions, regulatory matters, disputes, and strategic projects. Through its exclusive memberships in TerraLex and TAGLaw, and its presence in Brussels, Gecić Law combines global reach, EU regulatory expertise, and deep regional insight. The firm is consistently recognized by leading international directories and was named Law Firm of the Year: South Eastern Europe at The Lawyer European Awards in 2025, marking its third win in the category.

For further information, visit our website at www.geciclaw.com.

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