



Natasya Amalia

Associate

Background

Natasya, who joined ABNR as an associate in June 2022, focuses her practice on **technology, media and telecommunications (TMT)**. Prior to joining ABNR, she was employed at a prominent international law firm where she worked on **financial technology (fintech)**, **M&A**, and general **corporate** matters.

Her **TMT** work includes data privacy and protection, e-commerce, digital content compliance, cybersecurity, advertising, online gaming, and general advice on technology services and compliance in Indonesia.

In **fintech**, she has assisted a long list of local and international fintech players amid Indonesia's online lending boom, including a well-known Indonesian e-commerce entity, which she advised on the structuring and establishment of its peer-to-peer (P2P) lending business. She is also familiar with fintech industry agreements and has advised on the compliance of fintech business models with Indonesian regulations.

She has also worked on a series of major **M&A** transactions, including an acquisition financing deal for an end-to-end logistics start-up, and the acquisition of Southeast Asia's largest online marketplace for used cars.

Natasya graduated from the University of Indonesia in 2016, majoring in civil law. In 2022, she earned an LL.M. degree from the University of California, Berkeley, with a certificate of specialization in law & technology. During her time there, she regularly contributed to the *Berkeley Law Technology Journal* and was active in the *Women in Tech Law* student society.



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