

French-Romanian-German transaction in the outdoor helmet industry: Walther Transaction initiates and advises on the acquisition of CASCO by 2Ride Holding

Munich, 02/08/2022 - The M&A consultancy Walther Transaction advises 2Ride Holding in its search for a premium brand in the outdoor helmet market with a production in Europe. The transaction was concluded on July 29th.

2Ride is a global player in the manufacturing and distribution of protective equipment for bikers, motorcyclists and skiers based in France and a portfolio company of two French Private Equity funds, Eurazeo Mid-Cap (EMC) and Naxicap. Walther Transaction works on a long-term partnership for selected portfolio companies of EMC with the aim to systematically identify suitable add-on companies in DACH and CEE and to accompany the transaction process until closing.

After intensive discussions of the target criteria with 2Ride, market research and the confidential approach of all relevant target companies in the market, Walther Transaction identified CASCO as a suitable strategic partner. CASCO is a premium European brand of helmets & glasses located in Satu Mare/Romania and Bretnig/Germany. Since its creation in 1989, CASCO has focused on designing and manufacturing, in its own factory in Romania, top quality and innovative products dedicated to horse riding, cycling and skiing.

The team of Walther Transaction initiated the transaction and assisted throughout the intensive process of getting to know each other, organizing and guiding several management meetings, entertaining consolidation planning, negotiating the letter of intent, contract negotiation up to the successful closing of the transaction. Also involved as advisors for 2Ride were 8Advisory, DLA Piper, PwC, Shearman Sterling and EFESO. Tiefenbacher and Lehleiter & Partner supported CASCO during the transaction process.

Mark Walther, managing partner of Walther Transaction, was very pleased with the successful French-Romanian-German transaction. "With CASCO, 2Ride strongly enhances its position in the outdoor segment by integrating the engineering and manufacturing capabilities of this premium brand. We wish 2Ride and CASCO a very successful common future."

About CASCO SCS / CASCO GmbH & Co. KG:

CASCO is a family-owned company that since its founding in 1989 has focused on producing top quality products with exceptional flair. This philosophy has allowed CASCO to rank among market leaders in design and production of high-end helmets and glasses. Within the development and production site based in Satu Mare (Romania), solutions are built with a lot of time and commitment to make wearing helmets as safe, comfortable and flexible as possible. These efforts have led to numerous patents and awards. CASCO's conscious decision to produce its products in Europe relates to social and environmental responsibility. This allows CASCO to guarantee outstanding quality and safety at all times. Many world class athletes put their trust in CASCO at the Olympics, world championships and European competitions for winter, bicycle and equestrian sports.

About 2Ride Holding SAS:

2Ride is the parent company of Troy Lee Design, Shark, Nolan, Segura, Bering and Cairn Sport. It is a key global player in the manufacturing and distribution of protective equipment for bikers, motorcyclists and skiers. Its factories in Europe and Asia lets the group have a full control of its supply chain.

About Walther Transaction GmbH:

Walther Transaction GmbH is an internationally active transaction specialist for company sales and company acquisitions based in Munich. So far, the teams led by Mark Walther and Moneshia zu Eltz have successfully completed over 340 corporate transactions and business development projects, out of which more than 100 buy-side transactions. Walther Transaction has expertise particularly in the sectors healthcare, technology, business services and consumer.

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About Eurazeo SA

Eurazeo is a leading global investment company, with a diversified portfolio of €32.5 billion in assets under management, including €23.4 billion from third parties, invested in over 530 companies. With its considerable private equity, real estate and private debt expertise, Eurazeo accompanies companies of all sizes, supporting their development through the commitment of its nearly 360 professionals and by offering in-depth sector expertise, a gateway to global markets, and a responsible and stable foothold for transformational growth. Its solid institutional and family shareholder base, robust financial structure free of structural debt, and flexible investment horizon enable Eurazeo to support its companies over the long term. Eurazeo has offices in Paris, New York, Sao Paulo, Seoul, Shanghai, Singapore, London, Luxembourg, Frankfurt, Berlin and Madrid.

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