

**DATE**

September 30, 2016

**SECTORS**

Consumer, Leisure & Retail

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**Carsten Burger**  
Managing Director

# DC Advisory advised Damartex Group on the acquisition of 3Pagen



DC Advisory acted as exclusive M&A advisor to the French listed Damartex Group (“Damartex”) on the acquisition of 3 Pagen Group (“3 Pagen”), a subsidiary of global retail and services group Otto.

3 Pagen, headquartered in Alsdorf / Germany, is a leading online and catalogue retailer of wellness, home and lifestyle products. The Company has around 550 employees and distributes its products to more than 2.3 million active customers across Germany, France, the Czech Republic, Slovakia and Austria. 3 Pagen generated revenues of c. € 83m in 2015.

Damartex is one of the leading European retailers for customers aged 55+ and generates revenues of c. € 800m. The Group pursues a multichannel strategy for brands in Fashion & Textile as well as Home & Lifestyle.

Moritz von Bodman, Managing Director of DC Advisory, commented: “The acquisition of 3 Pagen is a key strategic step for Damartex and the entry point into the significantly growing market in Germany.”

Patrick Seghin, CEO of Damartex, commented: “This is our biggest acquisition in the last few years. We are grateful for DC Advisory’s support in evaluating the German market and successfully executing this transaction.”

This is the fifth transaction of DC Advisory Germany in the Leisure, Retail and Consumer sector in 2016.