

DATE

December 28, 2015

SECTORS

Consumer, Leisure & Retail

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DC Advisory advised Kroger on the acquisition of Roundys Supermarkets



ROUNDY'S.

DC Advisory* acted as a financial advisor to The Kroger Co. (NYSE:KR, "Kroger") in its merger with Roundy's, Inc. (NYSE:RNDY, "Roundy's"). Kroger will purchase all outstanding shares of Roundy's for \$3.60 per share in cash, which represents a 65% premium to the Roundy's closing share price on November 10, 2015. The transaction, which is valued at approximately \$800 million, will add a complementary footprint of 151 stores to Kroger's current base of 2,623 supermarkets, including a new Wisconsin geography and 34 Mariano's locations in Chicago.

Kroger, one of the world's largest retailers, employs nearly 400,000 associates who serve customers in 2,623 supermarkets and multi-department stores in 34 states and the District of Columbia under two dozen local banners including Kroger, City Market, Dillons, Food 4 Less, Fred Meyer, Fry's, Harris Teeter, Jay C, King Soopers, QFC, Ralphs and Smith's. Roundy's is a leading grocer in the Midwest with approximately \$4.0 billion in sales and more than 22,000 employees. Roundy's operates 151 retail grocery stores under the Copps, Pick 'n Save, Metro Market and Mariano's retail banners in Wisconsin and Illinois.

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