

**DATE**

May 31, 2016

**SECTORS**

Consumer, Leisure &amp; Retail

**DEAL TYPE**

M&amp;A Advisory

**DEAL LOCATIONS**

# DC Advisory advised Outfitter on the sale of Signa



DC Advisory advised Outfitter Group („OUTFITTER“) on the sale of a majority stake to SIGNA Retail („Signa“). With the acquisition of OUTFITTER, a leading multi-channel online retailer of sports goods, Signa, amongst others shareholder of Karstadt sports, achieves a key step in establishing SIGNA Retail as an integrated online and stationary sports goods retailer. OUTFITTER’s founder will remain shareholder and will continue to lead the company.

OUTFITTER is a leading multi-channel online retailer in sports and is well established as a full-service provider for team sports and corporate fashion in Germany. The company has an exclusive portfolio of products for soccer, running, tennis and other ball games as well as long-standing relationships with all of the top sports labels. Products are sold through the company’s webshop and partner websites and at specialist retail outlets. OUTFITTER has shown continuous and profitable growth for years.

SIGNA Retail comprises a number of independent German retail companies, including The KaDeWe Group, Karstadt sports, Karstadt Warenhaus GmbH and Eataly Distribution Deutschland GmbH. With over 20,000 employees at more than 100 locations and combined annual revenue in excess of EUR 3 billion, SIGNA Retail is one of Germany’s largest retailers.

In cooperation with Mr. Juergen Schwarz, member of the advisory board of OUTFITTER, DC Advisory acted as advisor for the sole shareholder of OUTFITTER. In a competitive transaction process with German and international strategic partners and financial investors a contract with Signa was signed within few weeks. Wolfram Keil, Managing Director Signa commented: "The acquisition of OUTFITTER brings us a step closer to becoming the number one in German sports retail."

This is the third transaction of DC Advisory Germany in 2016 within the consumer goods

and retail industry.

The acquisition is subject to approval by the competition authorities.