

**DATE**

February 10, 2017

**SECTORS**

Consumer, Leisure & Retail

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**Michael Mariaz**  
Managing Director

# DC Advisory advised Rossignol on the acquisition of Felt Bicycles



Rossignol is a leading global, winter equipment brand manufacturing Alpine skis, boots, bindings and Nordic skis.

DC Advisory (DC) was appointed the exclusive financial advisor in the first half of 2016 to identify potential targets to strengthen Rossignol's cycling portfolio.

DC conducted an industry-wide search on suitable additions to Rossignol's cycling portfolio and identified Felt as a complementary brand.

DC provided full M&A support negotiating with Felt and its advisors concluding the transaction in the matter of a few weeks.

On 3rd February 2017, Rossignol announced the acquisition of Felt for an undisclosed consideration

Under Rossignol's ownership, Felt and Rossignol are confident in accelerating the global development of the Felt brand in the growing cycling industry.

For 110 years, our success has been continuously built on innovation, racing and passion. I am truly excited to add the Felt brand and know-how to the Rossignol Group. Rossignol and Felt teams share the quest for developing the best products in the world for providing the best experiences to outdoor consumers.

Bruno Cercley  
CEO of Rossignol

We are delighted to have advised Rossignol on the acquisition of a fantastic brand in Felt. We are confident Felt and Rossignol are well-placed to go from strength-to-strength in the increasingly competitive cycling landscape.

Michael Mariaz  
Managing Director of DC Advisory