

DATE

September 26, 2019

SECTORS

Technology & Software

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



Stephan von Parpart
Managing Director



Philipp Sebbesse
Managing Director



Daniel Gebler
Managing Director



Marco Zeidler
Director

DC Advisory advised TOOLPORT on its sale to The Riverside Company

TOOLPORT



Background • Founded in 1984 and based in Norderstedt, Germany, TOOLPORT is the leading European online provider of professional tents and spare parts for the consumer and industrial markets • TOOLPORT operates an online distribution model supported by a specialised and high-quality customer service team • TOOLPORT's product portfolio includes a broad range of professional tents, such as party tents, portable garages or arched shelters, catering to the various use cases of both B2C and B2B customers • TOOLPORT distinguishes itself through superior product quality, best-in-class availability, and exceptional customer service • Based on over a decade of strong, profitable and self-financed growth, the owner decided to seek a strong partner who would support TOOLPORT in its future development to reach the next stage in the company's history

Process • DC Advisory (DC) was engaged by the shareholder to act as exclusive sell-side advisor • DC ran a full scope M&A process, including a lender education and vendor due diligence • DC sustained strong investor interest in the transaction and collected a high number of attractive offers to encourage optimum bidder competition throughout

Outcome • Four months after the market approach, the future partner for TOOLPORT was identified and the purchase agreement signed • The sole shareholder of TOOLPORT sold a majority stake in the company to The Riverside Company, in combination with a significant reinvestment • The parties have agreed to keep the purchase price confidential

CEO and sole shareholder of TOOLPORT commented:
DC Advisory was an experienced and reliable partner throughout the whole sale process and supported TOOLPORT, and myself, in identifying the right partner. Riverside has a strong track record of partnering with founders to grow businesses internationally. Their experience, expertise and network will enable us to make TOOLPORT bigger and better.



Eduardo Sauer
Director