

**DATE**

June 04, 2018

**SECTORS**

Consumer, Leisure & Retail  
Industrials

**DEAL TYPE**

M&A Advisory  
Asia Access

**DEAL LOCATIONS**



**DEAL TEAM**



**Michael Mariaz**  
Managing Director



**Endong Zhai**  
Managing Director

# DC Advisory advised Rossignol Group on a minority stake sale to IDG Capital



DC approached a handful of highly qualified potential partners capable of providing strong strategic input to Rossignol Groups's (Rossignol or Group) growth ambitions in China. DC Advisory (DC) provided full M&A support assisting the Group by managing an advanced process with multiple parties who showed very strong interest. DC designed and led a bespoke process to final negotiations and signing which concluded with a signed agreement of the transaction with IDG Capital (IDG).

On 4th June 2018, Rossignol announced it had entered into a signed agreement with IDG. Through a capital increase leading to 20% ownership of the company, IDG will use its expertise to support the development of the Group in the Chinese market, which will offer consumers its heritage and know-how in the field of winter sports in order to become the reference for winter sports in this very fast growing segment.

Rossignol Group is one of the world's leading winter sports groups. Rossignol is a portfolio company of Altor Equity Partners, a private equity firm in the Nordic region, who retain a majority stake in the Group. The Group is seeking to grow in China driven by a number of strong market fundamentals including the Beijing 2022 Winter Olympics, state-backed policy initiatives and consumer demand. Rossignol appointed DC as the exclusive financial advisor in Q4 2017 to identify potential partners to support the Group in its ambitions to grow in China.

We are delighted to count on the expertise and experience of IDG Capital. Together, we have a unique opportunity to serve a new wave of winter sports enthusiasts in China. We are particularly committed to contributing to the growth of the outdoor sports market in the region, and to taking a decisive part in it.

Bruno Cercley  
CEO of Rossignol