

DATE

January 26, 2015

SECTORS

Consumer, Leisure & Retail

DEAL TYPE

Debt Advisory & Restructuring

DEAL LOCATIONS



DEAL TEAM



Manuel Zulueta
CEO

DC Advisory advised Grupo DIR on its debt refinancing



Background

- Grupo DIR (Grupo) is the leading fitness centre chain in Barcelona (Spain), with 17 centres in the city and more than 68.000 members
- Grupo was founded in 1979 by Mr. Canela, current CEO and main shareholder of the Group
- Grupo centres are in premium locations of Barcelona, have fitness room with the latest developments, as well as swimming pool, solarium, yoga, paddle tennis, pilates and all kind of directed activities, with medium level fees
- In addition, centres have a variety of health-oriented nutrition, beauty, physiotherapy and osteopathy services, personal trainers and healthy restaurants
- Grupo overcame the difficulties of the fitness sector in Spain in the last years mainly due to its high quality centres with medium and flexible fees, strong focus in Barcelona and notorious brand position in the medium-high segment in the city

Process & Outcome

- DC Advisory (DC) advised Grupo DIR on its debt refinancing