

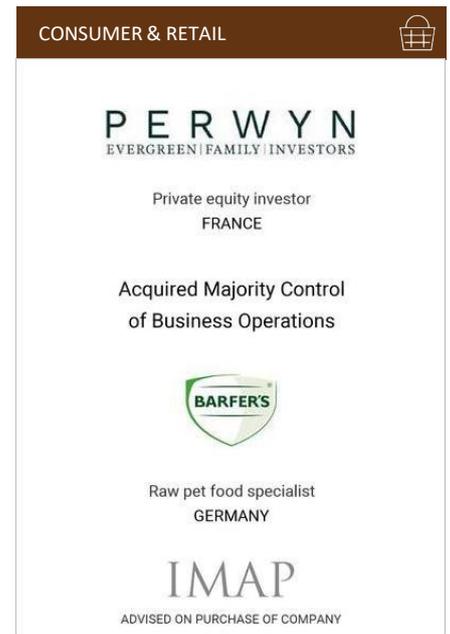
December 16, 2021

Degroof Petercam (IMAP France) and IMAP Germany advise Perwyn on the acquisition of a majority shareholding in Barfer's Wellfood

IMAP is pleased to announce that joint teams from IMAP France and IMAP Germany acted as exclusive financial advisors to Perwyn on this cross-border acquisition. Perwyn, the Paris and London-based private equity investor, acquired Barfer's Wellfood, the most recognized direct-to-dog raw pet food brand in Germany. Barfer's operates through a mixed-model combining on-line sales (>90% of sales) and physical sales in a network of own retail stores. Perwyn intends to further support the Company in its developments in Germany and other EU countries, leveraging its expertise in a number of digital direct-to-consumer businesses such as Gousto, Lookiero and Secret Sales.

Barfer's was founded in 2011 by Mr. Norman Vogel, its current CEO, to meet the growing demands in raw pet feeding in Germany. Barfer's specializes in raw feeding products ("BARFing" or "Biologically Appropriate Raw Food") for domestic dogs and cats. The Company produces, packages and sells high-quality raw meat products together with accessories. The premium brand offers more than 200 products sold mainly D2C via an online shop, but also in five own retail stores in Berlin.

This transaction is another example of IMAP's sector expertise in the attractive pet space, particularly in Germany, France and in the US with deals closed recently in pet food, treats, hard goods and veterinary services.



Bertrand Dufournier
Managing Director
IMAP France
bertrand.dufournier@imap.com



Bernard Toupas
Executive Director
IMAP France
bernard.toupas@imap.com



Marco Strogusch
Partner
IMAP Germany
marco.strogusch@imap.de



Isabella Böing
Analyst
IMAP Germany
isabella.boeing@imap.de



IMAP is an International Mergers and Acquisitions Partnership with 450 M&A professionals and a presence in 43 countries. IMAP has closed over 2,100 transactions valued at \$105 billion in the last 10 years and is consistently ranked among the world's top ten M&A advisors for mid-market transactions (Refinitiv). IMAP advises primarily mid-sized companies and their shareholders on sales and acquisitions globally, providing clients with entrepreneurial, unbiased advice and successfully helping them achieve their objectives.