

Parcom Capital reaches an agreement to acquire Outdoor Life Group

Amsterdam, 17 October 2019 - Parcom Capital has reached an agreement to acquire the shares in Outdoor Life Group (“OLG”) from NPM Capital. OLG is a European market leading producer and wholesaler of garden timber and garden cabins. The company is active across the value chain from sawmill to wholesale companies, with a production and sales presence throughout Europe. In recent years OLG has actively undertaken an active buy-and-build strategy through several acquisitions.

Outdoor Life Group realizes circa €230 million in revenue and is headquartered in Gouderak (Netherlands), with production and assembly locations in the Netherlands, Germany, Poland, Hungary and Estonia, and wholesale companies located in the Netherlands, France and Norway. The company operates a multi-brand strategy, supported by strong brand names including Woodvision, Hillhout, Lasita Maja and Weka.

Erik Zantinge, CEO OLG, is pleased with the transaction. “We are excited about this announcement, because with Parcom Capital we have found a new partner who will enable us to realize our ambitious targets. Together with Parcom Capital we will accelerate our buy-and-build strategy. By continuing to strengthen partnerships with customers and suppliers we aim to further grow our business. After a successful period with NPM Capital, we will enter a new phase as a company and look forward to the partnership with Parcom Capital.”

Stephan van Dongen, investment director at NPM Capital, adds “Our journey with OLG over the past years has been very successful as part of our strategy of “Building better business together”. The company has grown significantly since our initial investment in 2006 as we have supported OLG with investments in both organic and inorganic growth. Now having a leading position in Europe, OLG is ready for the next stage in its growth trajectory.”

Parcom Capital provides specialist knowledge and guides companies through phases of sustainable growth and transformation. Allard Jacobs, Managing Director: “OLG is an ambitious company with a differentiating product offering in both garden timber and garden cabins, providing its customers with various value-added services throughout the value chain. We believe there are various synergetic opportunities through further integration of the recent acquisitions, while continuing to build on the Company’s successful growth track record.”

Closing of the transaction is subject to approval by anti-competition authorities and other customary conditions.