

PREMIUM EQUITY PARTNERS



PREMIUM Equity Partners sells weka to Outdoor Life Group

Improved market position through broader distribution channels and expanded product range

Neubrandenburg and Frankfurt am Main, 13 November 2018

Funds advised by PREMIUM Equity Partners, Frankfurt, have sold 100% of the shares in weka to Outdoor Life Group, Gouderak, the Netherlands. Headquartered in Neubrandenburg, Germany, weka employs some 140 people and generates sales of more than EUR 30 million.

Since the acquisition of weka by PREMIUM Equity Partners in 2016 the company has focused on the implementation of newly defined strategic initiatives. This included especially the development of new sales channels to reach new customer groups as well as the expansion of the product range to alternative materials such as wood-based panels and metal.

Fabian Walesch, Partner at PREMIUM Equity Partners said „We are very pleased with the management performance and the overall development weka has demonstrated during our ownership. weka could strengthen its leading position in the DACH region and benefited from a strong strategic focus whilst also improving its operating performance. In selecting Outdoor Life Group as a new owner for weka, we are convinced of the further development opportunities for the business and would like to wish weka the very best for the future.“

Frank Albertsmeier, Chief Executive Officer of weka commented “weka has made real progress in the last few years and reached a strong market position in Germany and other European countries. I’m sure that in joining Outdoor Life Group weka will continue its success to the benefit of its customers, suppliers, employees and shareholders.”

Erik Zantinge, Director of Outdoor Life Group added „weka has built a very strong brand in its product category based on innovative design, high quality products and best-in-class customer service. The acquisition is a perfect strategic fit for the whole group. It creates growth opportunities and mutual synergies by joining forces and will further contribute to our leading market position in Europe.”

PREMIUM Equity Partners is an equity investment firm founded in 2011 with a focus on the DACH region where it invests in strong niche companies with sales between EUR 10 million and 50 million. PREMIUM provides capital to the smaller “Mittelstand” to finance growth, ownership succession and spin-offs. For every investment PREMIUM combines their long-term investment and financing expertise with the profound industrial know-how of their industry partners. weka is PREMIUM’s second successful exit after the sale of ACTech to the Belgian 3D printing specialist Materialise NV in October 2017.

For more information, visit www.weka-holz bau.com and www.premium-equity.de

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