Press release

Munich, May 14, 2021

GLNS advises Afinum on the sale of Perfect Drive Sports Group to Bregal Unternehmerkapital

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GLNS has advised the mid-market investor Afinum Achte Beteiligungsgesellschaft mbH & Co. KG on the sale of Perfect Drive Sports Group to a fund advised by Bregal Unternehmerkapital GmbH.

Perfect Drive Sports Group is Europe's leading e-commerce provider of golf apparel and equipment and consists of the brands all4golf, based in Hanover, and Clubhouse Golf, based in Manchester. The companies, brought together by Afinum, have experienced strong growth in recent years and demonstrated their resilience to crisis during the Corona pandemic. The company now supplies golf-related merchandise to golfers in more than 30 European countries.

Afinum has been investing in medium-sized companies in German-speaking countries for 20 years. The sale of Perfect Drive Sports Group is the first sell-off of AFINUM Achte Beteiligungsgesellschaft mbH & Co. KG. Bregal Unternehmerkapital is part of a family business built up over generations.

As in the acquisition of all4golf and Clubhouse Golf, GLNS advised Afinum on the current transaction through partners Ludger Schult (Private Equity/M&A) and Anselm Lenhard (Financing) as well as associate Eva-Maria Bayer (Private Equity/M&A).

Brodies LLP was mandated for UK law.

Bregal was represented in the transaction by Latham with partner Oliver Felsenstein.

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GLNS is an independent, international, commercial law firm with a focus on corporate, finance, tax and litigation.

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