

**Funds advised by Permira Debt Managers support GENUI's acquisition of Berge & Meer, a leading German travel specialist**

**16 October 2019** – Permira Debt Managers (“PDM”), one of Europe’s leading specialist debt investors, today announces that funds it advises are acting as sole senior secured lender in GENUI’s acquisition of Berge & Meer. Berge & Meer was purchased by TUI in 2006 but has now been carved out by GENUI. The funding will support the company’s independent growth strategy.

The deal is PDM’s first with GENUI, a German private investment firm specialising in the DACH mid-market, and continues its strategy of supporting high-quality sponsors.

Founded in 1978 in Rengsdorf, Westerwald, Berge & Meer is a leading German travel specialist, focussing on high quality, value-for-money tours and cruises packages for the over 50s ‘silver agers’ market. To date the operator has served millions of customers and offers more than 1,500 trips in over 80 countries.

**Jens Bauer, Investment Director at PDM, said:**

“We are delighted to support GENUI for the first time on a great transaction. They are a highly regarded sponsor investing in the German mid-market.

“Berge & Meer is an ambitious business with a real niche in the travel market. Serving the resilient, 50+ years ‘silver agers’ customer segment and above market online sales share has seen solid financial performance.

“We see a distinct opportunity for Berge & Meer, alongside GENUI, to continue its growth trajectory.”

The PDM funds have now supported over 150 ambitious and fast-growing European companies with over €8bn of capital since PDM’s inception in 2007.

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**Notes to Editors**

**About Permira Debt Managers**

Permira Debt Managers is one of Europe’s leading specialist debt investors, advising investment funds and products which have provided more than €8bn of debt capital to over 150 European businesses. Owned by Permira and PDM’s partners, PDM was established in 2007 and aims to partner with high quality, growing businesses across Europe to provide the capital they require and generate market-leading risk adjusted returns for investors.



To achieve this PDM follows three key investing strategies: Direct Lending, Structured Credit and CLO Management. PDM also has a distinctive origination platform which benefits from the strength of Permira's extensive network including 6 European investing offices in UK, France, Germany, Sweden, Italy and Spain, and 5 sector teams specialising in Consumer, Financial Services, Healthcare, Industrials and Technology.