

PRESS RELEASE

## **Permira Credit Solutions II acts as sole Lender in Bridgepoint Development Capital's acquisition of leading sports online retailer Private Sport Shop**

**01 August 2018** – Permira Debt Managers (“PDM”), one of Europe’s leading specialist debt investors, has continued its strategy of partnering with successful, fast-growing businesses across Europe by announcing today that direct lending fund Permira Credit Solutions II (“PCS2”) is acting as sole lender in the financing of the acquisition of France-based sports equipment online retailer Private Sport Shop by Bridgepoint Development Capital.

Founded in 2011 and headquartered in Vendargues, France, Private Sport Shop is already one of the largest sports online platforms in Europe. The company provides a unique two-sided proposition as privileged partner for brands offering exclusive deals for its members. With 8 million members, it has an extensive, recurring and profitable customer base generating a strong lifetime value.

The Private Sport Shop business model is underpinned by strong fundamentals, benefitting from resilient sports goods markets, structural and growing share of excess inventories and increased penetration of e-commerce.

Roy Awad, Investment Director at PDM, commented: “Private Sports Shop is a successful online sports retail business that has a robust business model and a leading market position, with strong barriers to entry. We are delighted to back new owners Bridgepoint Development Capital and provide long-term financing to the company in order to ensure a successful next phase of growth. This transaction is consistent with our investment strategy based on partnering with high-quality European mid-market companies that are looking to grow and diversify their capital sources”

DLA Piper acted as legal advisor to Bridgepoint Development Capital while Jones Day provided legal advice to Permira Credit Solutions II in connection with the financing.

### **Media Contacts:**

#### **Montfort Communications**

Woolf Thomson Jones  
woolf@montfort.london

**+44 203 770 7916**

### **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 €5bn of debt capital to over 120 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.