

March 15, 2021

IMAP advises the shareholders of Bunny Tierernahrung on the sale of a majority stake to Maxburg Capital Partners

Lampe Privatinvest has sold Bunny Tierernahrung GmbH ("Bunny"), a leading manufacturer of super-premium pet food for small mammals, to Maxburg Capital Partners ("Maxburg"). Maxburg Beteiligungen III, a fund advised by Maxburg Capital Partners, will hold a majority stake in Bunny. Oliver Petzoldt, Managing Director at Bunny, will retain a significant stake in the company and, together with his team, will continue to drive Bunny's national and international expansion.

Bunny is a pioneer in the field of super-premium pet food for small rodents such as rabbits, guinea pigs and hamsters in the DACH-region. The company offers a wide high-quality product range of basic and health food, snacks, bedding products, and hay, as well as accessories under the brand "bunny nature". Thanks to its high brand awareness and excellent market positioning in its home markets in Germany and Austria, Bunny has laid the foundation for a successful internationalization strategy and is already active in almost 30 countries worldwide.

Maxburg is an investment company focused on the German-speaking region, with a capital commitment of €600 million. With a flexible investment mandate, Maxburg concentrates on long-term company investments with the aim of permanent and sustainable value enhancement, as well as creating trusting partnerships with managers and founders. Bunny is Maxburg's 18th investment.

The IMAP Germany team acted as the exclusive financial advisor on the sale of Bunny, working closely with the management team and shareholders throughout the competitive sale process. IMAP provided advisory and industry expertise while managing the preparatory, marketing, due diligence and negotiation phases of the transaction, which was successfully closed in only five months.

For more information visit www.imap.com

CONSUMER & RETAIL



Private equity investor
GERMANY

Acquired Majority Control of
Business Operations



Premium pet food manufacturer
for small mammals
GERMANY



ADVISED ON SALE OF COMPANY



Marco Strogusch
Partner
IMAP Germany
marco.strogusch@imap.de



Philipp Noack
Project Manager
IMAP Germany
philipp.noack@imap.de



Tim Buttelmann
Associate
IMAP Germany
tim.buttelmann@imap.de



Isabella Böing
Analyst
IMAP Germany
isabella.boeing@imap.de



IMAP is an International Mergers and Acquisitions Partnership with 450 M&A professionals and a presence in 43 countries. IMAP has closed over 2,100 transactions valued at \$90 billion in the last 10 years and is consistently ranked among the world's top ten M&A advisors for mid-market transactions (Refinitiv). IMAP advises primarily mid-sized companies and their shareholders on sales and acquisitions globally, providing clients with entrepreneurial, unbiased advice and successfully helping them achieve their objectives.