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## **C•H•Reynolds advised the shareholders of SUPREMO Shoes + Boots on the sale of a 51 percent stake to fasbra/Deichmann**

### **SUPREMO Shoes + Boots continues to expand its brand portfolio, following the investment of fasbra, the Supremo family has grown**

Pirmasens-based SUPREMO Shoes + Boots GmbH, whose beginnings date back to 1997, is a shoe manufacturer operating throughout Europe. Together with Hong Kong-based Supremo-Oriental Co. Ltd., it sells more than eight and a half million pairs of shoes per year. Since 2013, SUPREMO has also been the sole and exclusive licensee in the shoe segment of the Tom Tailor and Tom Tailor Denim brands. This year, the official license of the ROMIKA brand was also added to the portfolio. Since the middle of the year, SUPREMO has also rounded off its product range in the high-priced children's shoe market by taking over the distribution and the collection development of the Lurchi brand.

The team led by Stefan Constantin and Markus Kluge advised SUPREMO Shoes + Boots GmbH, and the shareholders around managing owner Walter J. Weichhart on the sale of 51 percent of their shares to Fasbra SE, a subsidiary of Deichmann SE. As part of the transaction, the former minority shareholder left the company for reasons of age.

"The wholesaler, headquartered in Pirmasens, Rhineland-Palatinate, by this is well positioned for the future and will continue to operate independently under its current management," Deichmann comments. Walter J. Weichhart is looking forward to continuing to convince his customers with innovative brand and private label products in the years to come.

C•H•Reynolds comprehensively advised the process, starting with the compilation and preparation of the transaction-relevant documents. C•H•Reynolds also assisted in the due diligence and advised on the structuring and negotiation of the transaction until closing. Walter J. Weichhart commented: "The previous shareholders of SUPREMO Shoes + Boots GmbH are pleased and grateful to have had such competent and professional advice and support at their side during the transaction with C•H•Reynolds under the leadership of Stefan Constantin and Markus Kluge. With a lot of commitment, sound judgement and great expertise, the negotiations were supported in every phase of the transaction in best manner."

For C•H•Reynolds, this is another transaction in the footwear and sports sector. Several years ago, we were already able to demonstrate our expertise in assisting the Intersport Group on the acquisition side. This included the 50% investment in SABU Schuh und Marketing GmbH and in RSB Retail+Service Bank GmbH, which is also part of the SABU Schuh purchasing group. In the Retail segment, we advised on the acquisition of selected locations of Sport Fink, among other things.

In the supplier segment, the advice to the minority shareholders of framas Kunststofftechnik GmbH, an important component developer and manufacturer for the shoe industry, laid a know-how foundation. The team around Stefan Constantin and Markus Kluge can draw on more than 20 years of experience in multichannel retail and wholesale as well as know-how in component and plastic injection molding for these transactions.

Founded in Essen in 1913, Deichmann SE is the market leader in European shoe retailing. In 2022, it sold 178 million pairs of shoes worldwide and generated group gross sales of 8.1 billion euros in 31 countries. Together with its group companies, it employs over 48,000 people and operates more than 4,600 stores and 41 online stores. Deichmann SE continues to be 100 percent owned by the Deichmann family.

The companies have agreed not to disclose details of the transaction.