



## **MEDIA ANNOUNCEMENT**

For Release: 21<sup>st</sup> December 2015

### **CHAMP Ventures acquires majority stake in MACPAC**

The Shareholders of Macpac Group Holdings Limited (“Macpac”) are pleased to announce that the CHAMP Ventures 7 Funds (“CHAMP Ventures”) have agreed to acquire a significant majority stake in Macpac with several current shareholders retaining small minority interests.

Macpac is an iconic New Zealand outdoors brand with a story spanning over 40 years and countless adventures. Since 1973, Macpac has been guided by a vision to design outdoor apparel and equipment that stands up to New Zealand’s alpine conditions – becoming pioneers in their field. That spirit of innovation and pioneering remains today, inspiring the Macpac team as they develop world-renowned cutting-edge gear that accompanies explorers all around the world.

Alex Brandon, CEO of Macpac, said “CHAMP Ventures are a great partner for Macpac – right from our very first meeting, we were impressed with their Australian retail experience, particularly with Lorna Jane. We very much look forward to working together on this next adventure and leveraging their vast experience to significantly enhance our commercial capabilities.”

Paul Readdy, Director of CHAMP Ventures, said “Macpac is a truly authentic brand – its long heritage, sponsorship relationship with the New Zealand Alpine Team, and ongoing commitment to R&D and product design was what captured our attention. We are always looking to partner with people that are passionate about what they do and why they do it. The opportunity to be part of Macpac’s next adventure with Alex and his team is something we are all looking forward to at CHAMP Ventures”.

The transaction is expected to be complete at the end of January.

Macpac’s lead financial advisor was KPMG and legal advisor Bell Gully.

CHAMP Ventures was advised by Simpson Grierson

## **Background:**

### **ABOUT MACPAC**

The Macpac brand was founded in 1973 in Christchurch, New Zealand, where it continues to be based, having grown to 43 vertical stores (27 NZ & 16 AU) and employing over 450 staff across New Zealand and Australia.

Macpac produces high quality, authentic technical outdoor apparel and equipment; offering an extensive range for men, women and children. Macpac's outdoor heritage gives customers products with technical authenticity, whilst also being suitable for everyday outdoor wear.

In addition to its retail stores, Macpac also sells through its online Web Store, shipping to over 30 countries, as well as to commercial customers and export distributors in Europe and Japan.

For further information please go to [www.macpac.co.nz](http://www.macpac.co.nz) or [www.macpac.com.au](http://www.macpac.com.au)

### **The Macpac Brand Story**

Right from our very first pack, we've been driven by our passion for the outdoors. We've got the world's best adventure playground in our backyard, and we make the most of it.

Our story has its roots in Christchurch back in 1973. Guided by a vision to design packs that could stand up to New Zealand's alpine conditions, we became pioneers in our field.

Over 40 years and countless adventures later, our team has grown – but that spirit of innovation and pioneering remains, inspiring us as we develop cutting-edge gear that accompanies explorers all around the world.

At the core of our design process is durability – our ethos is that sustainability starts with quality products that last. Our packs are world-renowned, and our down expertise is unrivalled in Australasia, honed from generations of experience engineering sleeping bags and jackets for sub-zero conditions in the world's harshest environments.

We're proud to have a culture of innovation at Macpac – our people are passionate, experienced outdoor enthusiasts who test our gear every day, in the ultimate adventure test lab – New Zealand.

*Whatever your adventure.*

### **ABOUT CHAMP Ventures**

CHAMP Ventures is one of the longest running private equity partnerships in Australasia and is the mid-market private equity specialist within the CHAMP Private Equity group. CHAMP Ventures is currently investing its seventh fund, targeting equity investments of between \$20 million and \$80 million. Recent CHAMP Ventures investments include Lorna Jane, RSEA, SG Fleet and TR Group.

For further details on CHAMP Ventures, please visit: [www.champventures.com](http://www.champventures.com)

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