



## **NEW DEAL ADVISORS ASSISTS ARCADIA SGR IN THE ACQUISITION OF KEP ITALIA SRL**

Milan, Oct. 30, 2023 - New Deal Advisors, an independent company specialising in advisory services to M&A Transactions, has supported Arcadia Sgr, through its third private equity fund Arcadia Sustainable Capital III, in the acquisition of 75 percent of KEP Italia Srl.

KEP, founded in 2007, in just a few years has been able to become the brand of reference in the premium segment of protective helmets for equestrian. KEP, known for its focus on safety, also stands out for the comfort and design features of its products, as well as its focus on sustainability, including through the use of recycled raw materials.

Arcadia SGR S.p.A is an independent asset management company that specializes in investing in small to medium-size unlisted Italian companies. Its third private equity fund, Arcadia Sustainable Capital III, is a PIR-compliant fund whose investment strategy, in continuity with the marked growth track-record delivered by previous funds' portfolio companies, keeps focusing on the growth and professionalization of Italian SMEs, with a particular emphasis on sustainability.

New Deal Advisors with a team led by Guido Pelissero (Partner), has provided Financial Due Diligence services to Arcadia Sgr.

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New Deal Advisors

New Deal Advisors is an independent firm specialising in advisory services in M&A. Established in 2012, New Deal Advisors provides support in a broad variety of extraordinary transactions streams including mergers and acquisitions, restructuring, transformation processes, forensic and litigation activities, fairness opinions and valuation services. New Deal Advisors has worked for more than a decade alongside private equity

funds, investment holdings, family offices, financial institutions and strategic players achieving to date the finalisation of over 200 deals.