



NEW DEAL ADVISORS SUPPORTS THE ORGANIC CONSUMER GROUP IN THE ACQUISITION OF LA SAPONARIA

Milan, January 08 2024 – New Deal Advisors, an independent firm specializing in advisory services to M&A Transactions has supported The Organic Consumer Group (TOCG), a subsidiary of Damier Group, in the acquisition of La Saponaria.

La Saponaria, founded in 2007 by Luigi Panaroni and Lucia Genangeli, a leader in the natural sector, supplies organic products to more than 1,000 shops in Italy and operates more than 15 franchise shops, exclusively offering its own products. Founded in 2022, TOCG aims to become a major player in the European natural beauty and personal care products sector by joining forces with similar entrepreneurs and brands. The founders of La Saponaria will remain involved with a significant reinvestment in TOCG BV. This transaction will strengthen TOCG's position in the Italian market and in the specialised organic channel, allowing La Saponaria to accelerate its expansion in Italy and abroad.

New Deal Advisors with a team led by Antonio Ficetti Gasco (Partner), has provided Financial Due Diligence services to TOCG.

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.