



NEW DEAL ADVISORS SUPPORTS THE EQUITY CLUB IN THE PROCESS OF SELLING ITS STAKE IN LA BOTTEGA TO THREE HILLS CAPITAL

Milan, May 24 2024, - New Deal Advisors, an independent firm specializing in advisory services to M&A Transactions has supported The Equity Club (TEC) in the process of selling its stake in La Bottega to Three Hills Capital, an investment company active in the European mid-market. The Equity Club, the club deal promoted by Roberto Ferraresi and Filippo Penatti, had invested in La Bottega in May 2019 on behalf of a number of Italian business families brought together by Mediobanca Private Banking.

La Bottega, founded in 1981 and a leading global provider of services in the luxury hospitality market, manages exclusive brands such as Dyprique, Etro, Culti and serves a portfolio of around 10,000 high-profile clients, including Four Seasons, Ritz-Carlton, Mandarin Oriental and Peninsula. The deal aims to support La Bottega's entrepreneur and management in the implementation of its growth plans, which focus on international expansion through organic initiatives and M&A transactions. The latest acquisitions completed by the company include Beltrami, Italian excellence in high-end fabrics and bed, bath and table linen, and in March 2024 the Australian Vanity Group, a leading global provider of hotel services in the mid-to-high segment.

New Deal Advisors with a team led by Lorenzo Lavini (Partner) has provided Vendor Due Diligence services, Chiaravalli Reali & Associati provided the tax due diligence.

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.