



## NEW DEAL ADVISORS SUPPORTS KEP ITALIA IN THE ACQUISITION OF VEREDUS

Milan, November 07 2024 - New Deal Advisors, an independent company specialising in advisory services to M&A Transactions, has supported Kep Italia, a leading manufacturer of riding helmets, in the acquisition of the entire capital of Veredus.

Founded in 2007, Kep Italia has established itself rapidly as a leader in the premium segment of protective riding helmets, distinguishing itself through its commitment to safety and sustainability. Veredus is a historic Italian company, leader in the production of horse accessories. Leading the merger was Arcadia Sgr, a company specialising in investments in small and medium-sized enterprises, which acquired 75% of the KEP Italia group in 2023. The synergy between these two brands, which share a strong Made in Italy value, creates a point of reference for safety protections in the equestrian world.

New Deal Advisors with a team led by Guido Pelissero (partner), has provided financial due diligence services to Kep Italia.

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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.