



NEW DEAL ADVISORS SUPPORTS THE EQUITY CLUB IN ITS INVESTMENT IN RAINBOW GROUP

Milan, November 21 2024 - **New Deal Advisors**, an independent company specialising in advisory services to M&A Transactions, supported **The Equity Club (Tec)**, the club deal promoted by **Mediobanca**, which through its second initiative, **Tec2**, acquired a stake in **Rainbow Group**.

Rainbow Group, the Italian animation studio founded in 1995 by Iginio Straffi, creator of some of the best known cartoons, has over the years diversified its business by focusing on licensing, with a portfolio of content ranging from children's animation to live action and television formats. Since its creation, The Equity Club has promoted investments in Italian-made companies, including Jakala, La Bottega, Philogen, Lincotek, HSA, Regi, ART and Tatuus. The one in Rainbow will be the second investment promoted through The Equity Club 2, after the previous one in the Club del Sole camping group. Tec's resources will finance Rainbow's growth plans, which will allow it to invest in the creation of new original productions, the purchase of licences to develop and the acquisition of competitors.

New Deal Advisors with a team led by Lorenzo Lavini (partner), has provided financial due diligence services to The Equity Club.

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.