

## Deal on the sale of Russian branch of INTERSPORT, international sports retail chain, is now closed



On 20-th July 2016 the deal on the sale of Russian branch of international sport retail chain INTERSPORT was closed.

The owner of the chain, Finnish retailer Kesko, stated its intention to sell Russian sporting goods business in February 2016. Kesko has operated in Russia for more than 20 years. Besides INTERSPORT, its portfolio includes building and technical trade retail chain, "K-Rauta" and grocery chain, "K-Ruoka".

In Russia INTERSPORT counts more than 20 shops in Moscow, Saint Petersburg, Novosibirsk and other large cities. INTERSPORT (Intersport International Corporation) is a holding company of the sports retail chain with headquarters in Bern, Switzerland. The company holds a leading position on the world market of sporting goods retail. Total annual sales volume of INTERSPORT exceeds EUR 10.2 bln., the whole retail chain consists of more than 5400 shops in 42 countries. Net revenue of INTERSPORT in 2015 constituted about RUB 900 mln.

Advisors managed to gather interest to the asset from a number of strategic and financial investors within a short time period. As a result of the selection process, the deal was concluded with a group of private investors, whose names are not disclosed.

According to the terms of the deal, the buyer received exclusive rights on the usage of the INTERSPORT brand in Russia and such brands as Athlete's Foot и Run & Fit.

Konstantin Dzhimbinov, managing partner of RB Partners, an exclusive Russian financial advisor in the deal of INTERSPORT sale noted: "We are extremely glad to help in saving the INTERSPORT brand in Russia, and pass the control over the chain to investors who have a clean plan of its development. At the moment company is engaged in negotiations with a number of leading international private equity funds which are ready to invest in further development of the brand in Russia – as well as through optimization of sales channels and franchising".

**Kesko** ([www.kesko.fi](http://www.kesko.fi)) – Finnish investment group established in 1940, holding companies from grocery, construction and automobile retail. At the moment Kesko group companies include more than 1500 shops in Finland, Norway, Estonia, Latvia, Litva, Poland, Belorussia and Russia. Kesko is a public company which shares are quoted on Nasdaq Helsinki. Revenue of the group in 2015 exceeded EUR 11 bln.

**RB Partners** ([www.rbpartners.ru](http://www.rbpartners.ru)) – international group of companies, established in 2004 specialized on investment banking services for Russian and international companies. Since 2004 RB Partners successfully realized more than 70 projects on preparation and conduction of M&A deals in the total amount of over USD 2 bln. Group offices are located in Moscow, Saint Petersburg and Hong Kong. Since 2010 RB Partners is a member of an international M&A association Globalscope ([www.globalscopepartners.com](http://www.globalscopepartners.com)), including 46 investment advisory firms from 39 countries.

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