



Catella advisor to EQT on their acquisition of Eton and in Cederroth's sale of Allévo

Catella acted as financial advisor to EQT in connection with the acquisition of Eton Group from Litorina. Catella also advised on Orkla-owned Cederroth's sale of Allévo to Karo Bio.

“These transactions once again demonstrate the value of Catella's specialist knowledge and broad network of contacts for M&A transactions in the consumer sector. Furthermore, Catella has during the year been involved in a number of transactions in the sector as financial advisor, including on the ownership changes in Teknikmagasinet, Linas Matkasse and Swereco Group,” says Fredrik Bergholm, Head of Catella Consumer.

Catella acted as financial advisor to EQT in connection with EQT VII's acquisition of Eton Group AB from Litorina IV LP on December 22. Eton is a leading global premium shirt brand for men, founded in Gånghester, Sweden. Eton has sales in 43 countries, with the USA as its largest market.

Catella also acted as financial advisor on Orkla-owned Cederroth's sale of the Allévo brand to Karo Bio. Allévo provides products in weight management.

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