

# Woof & Meow! - maconda supports Emeram in its investment in the direct marketer of high-quality pet food Provital

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**Provital, the fast-growing direct distributor of high-quality food for dogs and cats, has a new shareholder: funds advised by private equity firm EMERAM have acquired a stake in the leading German specialist. Provital distributes its "Anifit" brand nationwide via more than 2,000 specialist advisors. The Cologne-based consulting boutique maconda accompanied the transaction with an in-depth, detailed Commercial Due Diligence.**

maconda is a leader in Commercial Due Diligence in the German food segment. The Cologne-based consultants have a great deal of experience across the entire value chain, particularly in pet food – from raw materials to production and contract manufacturing, which is widespread in the industry, to distribution and the operation of various sales channels. The Commercial Due Diligence for Provital focussed particularly on the assessment of future demand, especially in the premium segment for wet food, in which Provital operates successfully.

Provital has already grown faster than the market in recent years and has significantly expanded its market share in Germany and Austria, based on high quality, its concept of animal-friendly pet food and, above all, its highly motivated specialist sales advisors - almost all of whom are just as much dog and cat lovers as their customers. These specialist advisors support their customers professionally and maintain a close relationship with them.

During the Commercial Due Diligence, maconda utilised a variety of smart analysis tools to determine the further growth potential for Provital. This also included detailed micro-geographical analyses, which can be used to identify untapped sales potential, for example. This is a method that has long been part of maconda's standard repertoire for analyses of consumer goods, including a clear cartographic representation.

## About Provital

Provital, based in Taufkirchen near Munich, is a leading and fast-growing provider of premium dog and cat food, which uses an exclusive network of specialist sales advisors to address customers personally, provide professional advice and retain their loyalty over the long term. Provital's advisors are independent but work exclusively for Provital and receive ongoing training on the products they sell. Provital's product portfolio mainly comprises premium-quality wet food for dogs and cats, thus addressing the growing trend of quality-conscious pet owners.

## maconda further expands its expertise in pet food and supplies

In recent years, the maconda team has repeatedly dealt with a wide variety of food categories and pet food and is here one of the most experienced consultants in the German-speaking region. This includes many Commercial Due Diligences, mandates for Strategic Realignment and Business Model Optimisation.

Overall, maconda is one of the most active specialists for commercial due diligence in German-speaking countries. Many projects relate to consumer goods and trade of all kinds – retail, wholesale, e-commerce. Whilst other maconda partners specialise on different industries.

**Extensive industry experience:** dog food | cat food | wet and dry food | snacks | BARF | veterinarians | contract manufacturing | pet supplies | brands | private label | premium products | omnichannel | specialised trade | direct sales | wholesale | various food categories | consumer goods of all kinds

## About maconda

For more than 20 years, maconda has been providing support in the acquisition of companies, performance optimisation and restructuring. With over 800 consulting and implementation projects and more than 450 transaction-related mandates, maconda has extensive experience to offer pragmatic support on challenging projects. Clients include medium-sized companies, business units of large corporations as well as international private equity investors and family offices.

**maconda sector expertise:** Consumer goods | FMCG | Food | Retail & eCommerce | Packaging | Manufacturing industry | Future technologies & software | B2B services (incl. business process outsourcing) | B2C services | Healthcare & MedTech

**maconda core topics:** Transaction Consulting | Business Model Development | Performance Management