
PRESS RELEASE

BEITEN BURKHARDT Advises on Acquisition of Senator Group from Perusa Partners

Munich, 12 March 2019 – The international law firm BEITEN BURKHARDT has advised Senator Beteiligungsgesellschaft mbH on the acquisition of Senator Holding GmbH and its subsidiaries by way of a management buyout. Sellers are two funds of the private equity company Perusa Partners. The parties have agreed to keep the transaction volume confidential.

Perusa had acquired the Senator group from Merz Pharma GmbH & Co. KGaA in June 2016. The company looks back on a history of almost one hundred years. Today it is one of the world's leading manufacturers of writing instruments. Senator produces all plastic pens in its own production facility in Germany and distributes its products over the promotional material industry. Currently the company has almost 300 employees at five locations worldwide, and generated a turnover of almost EUR 40m in the business year 2017.

The Senator group was successfully reorganised after the takeover and adjusted to market conditions. The main plant in Groß-Bieberau was extensively modernised. Also the two plants in Harlow (Great Britain) and Cestas (France) were made viable for the future.

The Senator group will operate on the market as a company managed by an entrepreneur, the former managing director Daniel Jeschonowski who is now the company's shareholder.

Advisors to Daniel Jeschonowski (Senator GmbH):

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Information about BEITEN BURKHARDT

- BEITEN BURKHARDT is an independent international commercial law firm with a focused range of services and some 290 lawyers working in nine locations.
- Through our long-established offices in Germany, Brussels, China and Russia we advise large and mid-sized companies and corporate groups from various industries, banks and financial institutions as well as the public sector.