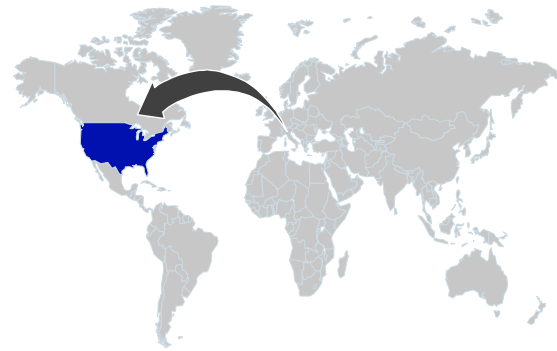


Deal Overview - European Company acquiring a US counterpart

Paws, Whiskers and Wags - Seller

Paws, Whiskers and Wags provides pet cremation services from four locations in Georgia and North Carolina. Founded over twenty years ago, they have created a patented Pet Tracker 360[®] system which ensures a quality cremation process which ensures the ashes you receive are the ashes of your pet. In addition to Pet Tracker 360[®], they are the only pet crematory to allow their entire operation to be available for public inspection through their view window in their reception area. In addition to private cremation, Paws, Whiskers and Wags also offers group cremation services.



Transaction value is more than \$10 million

La Compagnie des Vétérinaires (LCV) - Buyer

LCV serves the needs of almost one million animals and 30,000 vets every year at their 20+ locations throughout Europe. They operate in three primary segments: end of life services for pets, veterinary waste management and digital. Their end of life services include private and group pet cremation. The veterinary waste management services help vets, animal breeders and pharmaceutical companies dispose of their unused medicinal products or waste through an ethical waste management chain. The digital service provides vets with complete, innovative digital solutions that help them run their practices and clinics.

Deal Overview - Successful Buy-Side mandate during the Covid-19 crisis

The Power of the M&A Worldwide Network

Bjorn Voigt of Active M&A had advised LCV on several buy side M&A transactions in Europe. LCV told Bjorn they wanted to make acquisitions in the USA, which resulted in the introduction of FOCUS to Philippe Thomas, the CEO of LCV. LCV engaged FOCUS as their exclusive USA buy side advisor on 6 February 2020. Bjorn at Active acts as the overall relationship manager with LCV, while Focus identified the seller, and managed the transaction on behalf of the buyer.



Deal Dynamics

Doug Rodgers, FOCUS Chairman said “LCV was looking to acquire their first United States operation. It was important for them to buy a group that had similar philosophies and values. Paws, Whiskers and Wags was a great fit. Their high standards and focus on providing a compassionate experience were differentiators.” Focus continues to represent LCV in the US market seeking to acquire end of life pet services businesses throughout the US.

Deal Complexity

Cyril Schlup, FOCUS Principal, as well as Doug Rodgers advised LCV, and managed the transaction, on their behalf. Due to the Covid 19 travel ban, the buyer and seller had only one in person meeting in late February 2020, and the transaction closed on July 31. All other communications between the buyer, seller, their respective lawyers, accountants, and advisers were virtual or electronic.