

Press Release, München / Grünwald, 18<sup>th</sup> of October 2010

**Hübner Schlösser & Cie advised Barclays Private Equity in the sale of the German Schneider Group, a leading catalogue and online retailer, to Silverfleet Capital**

Barclays Private Equity has sold the Schneider Versand Holding GmbH to Silverfleet Capital, London. Schneider Versand, headquartered in Wedel (near Hamburg) is a market leading German catalogue and on-line retailer selling fashion, lifestyle and promotional products. The Schneider Versand Holding was acquired by Barclays Private Equity together with the founding family Schneider and the management in 2005.



The Schneider Group sells products into the German, Austrian, Swiss, Dutch and Swedish markets and primarily sells through four distribution channels being *Schneider* for corporate gifts and promotional products, *Impressionen* for trading names of lifestyle products, *Conley's* for fashion In-Labels and *Discovery* for innovative articles for daily use from all over the world. Its online business, especially in the fashion and lifestyle areas, is growing strongly. In 2009, Schneider employed in total around 650 people and generated total sales of €241 million.

Mr. Michael H. Bork, Managing Director of Barclays Private Equity, comments: "The impressive record of the Schneider Group is an example for profitable growth, successful development and strengthening of market leadership reached by a mid-cap company with a solid equity investment and skilled management team."

Hübner Schlösser & Cie advised Barclays Private Equity, the founding family Schneider and the management of the Schneider Group in the entire transaction process. This includes research, approach of potential investors, due diligence examinations and conducting negotiations with the vendors.

"Hübner Schlösser & Cie has controlled and proactively managed the entire transaction process very well which was extremely complex due to numerous potential buyers and the ever more intensive requirements of the due diligence process.



**HÜBNER SCHLÖSSER & CIE**  
CORPORATE FINANCE

Hübner Schlösser & Cie significantly contributed to the successful completion of the transaction," remarks Carsten Muuß, CEO of the Schneider Group.

This was the second time Hübner Schlösser & Cie advised Barclays Private Equity in a larger sales process, after the transaction of the Minimax Group in Bad Oldesloe .

**About Barclays Private Equity**

Barclays Private Equity is one of Europe's leading mid-market private equity investors with a team of 40 investment professionals in eight offices across five countries. In the past 30 years Barclays invested in over 350 businesses, focused of mid-market Buy-outs.

**About Silverfleet Capital**

Silverfleet Capital is a European private equity firm with a core focus on businesses where opportunities exist for a Buy & Build strategy. The company has significant experience across a range of diverse sectors. The principal focus is on investing in Business and Financial Services, Healthcare, Leisure and Retail/ Consumer.

***About HSCie:***

Hübner Schlösser & Cie, located in Grünwald near Munich, is an independent corporate finance advisory firm, specialised in acquisitions and divestitures of medium-sized companies worldwide. In the last years the firm advised in more than 150 transactions with a total transaction value in excess of EUR 17 billion.

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