



## Press Release

---

### Karlie and Flamingo to join forces

**Munich, 29 March 2011** – Private Equity Investor Perusa has acquired Belgian Pet Accessories company Flamingo N.V. In April 2009, Perusa had already acquired Karlie Heimtierbedarf GmbH. The plan is to bundle the forces of both companies. This will create one of the leading players in the European Pet Accessories market, with especially strong positions in the home-markets Benelux and Germany. In addition, both companies operate with their Sales Forces in France and Austria, where the organizations will complement each other. Their combined export activity is significant and covers more than 70 countries.

„Strategically, Karlie und Flamingo represent an excellent match, and bundling our activities will create the product and service competence which is necessary to be successful long term in this market“, explain Louis Slijkhuis, Managing Director of Flamingo, and Johannes Verhoog, CEO of Karlie. The companies have about the same size, a comparable product assortment and a complementary geographic presence. It is intended for the two companies to continue operating as separate players in the market, whereby first synergies are expected to be attained in the areas of Product Development, Purchasing and Marketing.

#### Press contacts:

Perusa GmbH  
Dr. Christopher Höfener  
Theatinerstrasse 40  
80333 Munich  
Tel.: +49 89 2388789-0  
[hoefener@perusa.de](mailto:hoefener@perusa.de)  
[www.perusa.de](http://www.perusa.de)

VOCATO public relations  
Birgit Brabeck / Jessica Auweiler  
Bahnstr. 19, 50858 Cologne  
Tel.: +49 (2234) 60198-18/-17  
[bbrabeck@vocato.com](mailto:bbrabeck@vocato.com)  
[jauweiler@vocato.com](mailto:jauweiler@vocato.com)  
[www.vocato.com](http://www.vocato.com)

#### About Perusa GmbH:

Perusa GmbH is based in Munich and was set up in 2007 by Dr. Christian Hollenberg, Dr. Christopher Höfener and Dr. Hanno Schmidt-Gothan. The team of personally, industrially, and financially independent entrepreneurs invests via “Perusa Partners I”, a fund raised in April 2008, in medium-sized companies and specific business areas of organizations. 155 million Euros is available, provided by private individuals as well as renowned institutional investors. Money can also be raised via co-investments as required. [www.perusa.de](http://www.perusa.de)