

# Transaction



Acquirer: **Wind Point Partners**  
Company Purchased: **RTIC Outdoors**



## DEAL FACTS

Date	September 1 <sup>st</sup> , 2021
Type of Transaction	Company sale
Sector	Consumer Products
Deal Value	-
Global M&A Partners	Brown Gibbons Lang & Company

## THE TRANSACTION AND GMAP'S DEAL INPUT

- Wind Point Partners an American private equity firm focused on growth capital investments and leveraged buyouts in middle-market companies. Wind Point's strategy involves partnering with executives who typically have run a P&L of \$1 billion or greater to acquire businesses with enterprise values between \$100 million and \$500 million.
- RTIC represents Wind Point's third platform acquisition of a family-owned business in the last 12 months, continuing the firm's decades-long history of partnering with founders and entrepreneurs to drive further growth and transformation. It has also enabled Wind Point to further expand in to the Consumer products industry.
- BGL served as the exclusive financial advisor to RTIC in the process.

## ABOUT RTIC OUTDOORS

- RTIC is the largest digitally native DTC provider of high-quality coolers, tumblers, bottles, travel bags, and other products for outdoor enthusiasts.
- Based in Houston, Texas, RTIC was founded by brothers Jim and John Jacobsen and quickly grew into a leading DTC brand for premium coolers and insulated drinkware. Today, the company offers a broad portfolio of RTIC-branded products under its "Overbuilt. Not Overpriced." promise.

## GLOBAL M&A

About Global M&A Partners:

Established in 1999, Global M&A Partners is a leading international partnership of investment bankers specializing in mid-market transactions. We provide sector expertise, international scope, and deep local market knowledge and execution capabilities for our clients. We operate with local offices across 4 continents and have completed over 1,500 transactions during the last ten years, typically ranging from €50 to €500 million.

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