

## CROSS-BORDER TRANSACTION



Acquirer: Traeger Grills  
Company Purchased: Apption Labs



### DEAL FACTS

Date	July 1 <sup>st</sup> , 2021
Type of Transaction	Company sale
Sector	Consumer Products
Deal Value	-
Global M&A Partners	Cooper Parry Corporate Finance (UK)

### THE TRANSACTION AND GMAP'S DEAL INPUT

- Traeger invented the Original Wood-Fired Grill over 30 years ago in Mt. Angel, Oregon. They lead the industry as the world's #1 selling wood-fired grill. Traeger has also created a connected cooking platform that allows users to remotely control and monitor their grill via a smartphone and other smart devices.
- The acquisition of MEATER expands Traeger's portfolio of home cooking devices, marking a significant step forward in its pursuit of "the ultimate connected grilling experience".
- Cooper Parry Corporate Finance acted as advisors to the shareholders of Apption Labs as it was acquired by Traeger Grills

### ABOUT APPTION LABS

- Apption Labs is an innovative technology start-up dedicated to developing smarter consumer products connected to the Internet and controlled by mobile devices.
- It is headquartered in Leicester, United Kingdom and also has offices in Los Angeles, CA, USA and Hsinchu, Taiwan. Their multi-continental background serves as an advantage to not only reach a global market for their products, but allows us for the gathering of insight and feedback from people of different cultures to help build and shape products with the right features and functionality.

### 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.

[www.globalma.com](http://www.globalma.com)

**CONTACT:** **UK:** Cooper Parry  
Ben Rookes  
+44 (0) 7817 458170  
[brookes@globalma.com](mailto:brookes@globalma.com)  
<https://cooperparry.com/>