



Acquirer: **Luzon**

Company Purchased: **TARYA P2P Ltd**



DEAL FACTS

Date	June 13 th , 2022
Type of Transaction	National
Sector	Financial Services & Insurance
Deal Value	\$110 million
Global M&A Partners	Value Base M&A (Israel)

THE TRANSACTION AND GMAP'S DEAL INPUT

- A. Luzon Real Estate & Finance Ltd engages in the real estate, trade, and leisure businesses in Israel. It owns and manages rental residential and commercial units in the United States. It provides asset services, including administration, leasing, maintenance, and construction.
- A. Luzon Real Estate & Finance Ltd was founded in 1992 and is based in Tel Aviv, Israel. The company also operates 7 hotels under the brand Holiday Inn & Crown Plaza.
- Value Base acted as an advisor to the seller in this transaction.

ABOUT TARYA P2P

- Tarya operates a direct marketplace lending platform, which means it operates the "traditional" or "pure" P2P lending model and serves as an online space where borrowers can apply for loans and investors can fund projects. It operates the largest alternative investment (P2P) platform in Israel.
- Tarya provides funding to real estate developers, business owners, and individuals by investing in real estate loans, business loans, and personal loans.

GLOBAL M&A

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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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