

# Deal snapshot

Client	Client nationality	Counterparty	Counterparty nationality	Transaction type	Sector	Deal size in EUR million
Druni	ES	Atalaya	ES	Buy-side	Retail	20

CLAIRFIELD  
INTERNATIONAL



acquired



Clairfield International in Spain advised Druni.

*“The addition of Atalaya’s 40 stores to our 180 stores is a major step in our growth plan. Druni is now a major player in the cosmetic and perfume retail space in Spain and the leader on the Mediterranean coast. This acquisition allows us to strengthen and optimize the company’s structure to face the future. We are really pleased with Clairfield International and its handling of the negotiations in such a complex transaction.”*

**Bernardo Casp.** Chairman of Druni

## Client overview

With about 180 of its own shops and more than 1,000 employees, Druni is one of the major retailers in Spain of perfume, cosmetics, and personal care products. The company was founded in Valencia in 1987 and is owned and managed by the founding family. Druni expects a sales figure of EUR 140 million in 2011.

## Situation overview

Clairfield International in Spain acted as financial advisor to Druni in the acquisition of the assets of Atalaya, the retail business of Alper group. Alper was founded in 1989 in Barcelona. The group operated 40 of its own shops in the Barcelona region under the brand Atalaya, as well as a wholesale division not included in the transaction. This acquisition will add EUR 20 million in sales to the Druni Group.

**Deal Team:**  
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