

Clarendons advises on record breaking eCommerce Deal

5 December 2017

Clarendon Lawyers is delighted to have advised its long-standing client and industry leader, Lux Group Limited (**Lux Group**), on a strategic transaction involving Catch Group that has resulted in the creation of separate, pure-play travel, shopping and local ecommerce businesses.

This is Australia's largest home grown ecommerce transaction and involved:

- the acquisition by Lux Group (owner of Luxury Escapes) of Catch Group's luxury travel businesses, BonVoyage and Scoopon Travel;
- the sale by Lux Group to Catch Group of its designer brand product businesses, including Brands Exclusive and TheHome; and
- the creation of a local experience joint venture via the merger of Lux Group's and Catch Group's local experience businesses including brands such as Cudo, LivingSocial, DEALS.com.au and New Zealand-based TreatMe.

This transformative transaction allows Lux Group to establish a focused and scaled Travel eCommerce business with over A\$300m of turnover while they continue to deliver the world's very best travel packages to consumers across Australia, New Zealand and South East Asia via an offering headlined by market leader, Luxury Escapes.

The Clarendons team was led by Directors Nick Manuell and Rob Feiner, with assistance from Senior Associate Adam Laidlaw, Lawyer Zhong Wu and Graduates Stephen Dyason and Rachel Morris.

Mr Manuell noted "We have been with Lux Group since they purchased Cudo in 2013 and have advised them on all their other M&A transactions since. Our experience in this space is second to none and we are delighted to have advised Lux Group in the creation of a home grown eCommerce champion that will be more than capable of matching it with the global giants."

Macquarie Bank was corporate adviser to Lux. Catch Group was advised by Intrinsic Partners and SBA Law.

- Ends -

For further information, please contact:

Nick Manuell | Director

T + 61 3 8681 4418 | M + 61 431 658 652 | E nick.manuell@clarendonlawyers.com.au



Clarendon Lawyers is a corporate legal advisory firm, specialising in mergers and acquisitions and equity capital markets. We are experts in public and private M&A, ECM, PE and VC, commercial dispute resolution, property law and general corporate and commercial law. We have a unique and compelling quality, service and value proposition. Our team of highly talented, seriously commercial, energetic and genuinely good people are incredibly invested in our clients and their businesses. Based in Melbourne, we are one of the largest specialist corporate law firms in Australia. See www.clarendonlawyers.com.au for further information.