

Just Brands enters its next growth phase with Parcom as partner

Just Brands and investment company Parcom have reached an agreement on Parcom's entry as majority shareholder in the Dutch wholesaler of premium casual menswear, which operates across the PME Legend, Cast Iron and Vanguard brands. The current shareholders will remain committed through a significant minority shareholding in the company, with CEO Scott Wakefield continuing in his current role. Parcom will join as strategic partner to support Just Brands in the next phase of its (international) growth ambitions.

Just Brands is a wholesaler of men's apparel, with a focus on the premium casual category. Through PME Legend, its largest lifestyle brand, the company has a strong focus on creating high-quality apparel based around the world of a cargo pilot with the foundation in denim jeans.

Just Brands serves clients in Western Europe (specifically in the Netherlands, Belgium, Germany, Switzerland, Austria and the Czech Republic) predominantly through B2B channels, as well as its own physical stores and online webshops.

Thanks to its strong brands, high-quality products and a loyal customer base, Just Brands has grown over the years to become a market leader in the Netherlands.

Just Brands has ambitious growth plans for the coming years, amongst others maintaining its strong market position in the Benelux, whilst also growing further in the DACH region. Additionally, the company aims to further develop its online offering. To facilitate this growth Just Brands has partnered with investment company Parcom.

Scott Wakefield, CEO Just Brands: "Just Brands has become market leader by offering stylish and high-quality clothing through its various brands, to a loyal customer base. The company is ready to achieve further (international) growth and by getting Parcom on board we have found the ideal partner to take this next step with."

Noortje Strack van Schijndel, Parcom: "We are proud to be able to partner with the strong brands of the Dutch company Just Brands, under the leadership of Scott and team. We see great potential in the company and look forward to building towards a bright future together with Scott, his team and the current shareholders."

The selling shareholders were advised on this transaction by ING Corporate Finance and Lexence, and Parcom was advised by RBC Capital Markets and De Brauw Blackstone Westbroek. The transaction remains subject to approval from relevant competition authorities.

About Just Brands

The company was founded as Pall Mall Export Clothing Company in 1988, initially focused on offering apparel through its PME Legend brand. Over time the company expanded its offering with the launch of Cast Iron (2003) and Vanguard (2007). Current shareholders have had ownership in the company since 2002 and have led Just Brands to a prominent position in the market for premium casual menswear. More information: <https://www.justbrands.eu>

About Parcom – To be used by the Company if desired

Parcom, founded in 1982, is a Dutch investment company that helps entrepreneurs and management teams achieve their ambitions and supports them in phases of sustainable growth or transformation. Parcom combines thorough and sound analysis with pragmatic and creative solutions. Parcom believes that people make the difference and works 'hands-by' alongside the management teams of its partner companies. Current investments include Dayes, HEMA and Vlisco. More information: www.parcom.com.