

RJ GUIDES BRUNSWICK'S ACQUISITION OF FANAUTIC

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Roca Junyent has counselled Brunswick Corp, a listed US multinational with 150 years of history, on its acquisition of Fanautic



Freedom Boat Club, the world's largest boat club operator and a division of Brunswick Corporation, announced the acquisition of Fanautic Club, one of the largest European boat clubs with 23 locations in major coastal cities and tourist centres across Spain. This acquisition accelerates Freedom's growth in Europe and marks the third European country home to Freedom Boat Club locations, following France and the United Kingdom.

"Spain is one of the great boating destinations in Europe, and we are thrilled for the opportunity to serve the members of Fanautic Club and continue our growth across coastal Spain," said Jason Worthy, Vice President of Boating Services, EMEA. "Expanding our presence across tier-one European markets is consistent with the aggressive shared-access growth plans that our leadership team outlined during Brunswick's recent Investor Day presentation."

Of the 23 locations, six will be owned and operated as corporate locations, and 17 will continue to be franchisee owned and operated.

Fanautic Club currently serves more than 600 members and continues to grow in popularity as more consumers are introduced to the on-water lifestyle through the convenient shared-access boating model.

"There are many synergies between Fanautic Club and Freedom Boat Club," said Diego Orallo, co-founder of Fanautic. "Freedom is the most established boat club brand in the world, and we look forward to welcoming them to Spain and supporting their continued success."

Roca Junyent's team advising on this deal was formed by partner Xavier Costa (pictured left) and associate Carla Munt (pictured right).