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POELLATH advises the management of Sport Group on the sale to KPS Capital

American private equity investor [KPS Capital Partners, LP](#) (“KPS Capital”) has acquired a majority stake in [Sport Group](#), a manufacturer of artificial turf systems and synthetic surfaces in the sports and leisure sector. The seller is the private equity firm [Equistone Partners Europe](#) (“Equistone”). The parties have agreed not to disclose the financial details of the transaction. The closing of the transaction is still subject to the standard regulatory approvals. Closing is expected in the second quarter of 2024. In connection with the sale, POELLATH acted as legal advisor to the management of Sport Group regarding the management participation.

Founded in 1969, Sport Group is the world’s largest and greenest company specializing in artificial turf systems and synthetic surfaces for sports and leisure. Its product range includes artificial turf sports pitches, athletics tracks, playing fields and recreational areas and spans the entire value chain, including research & development, chemicals, manufacturing and installation. The focus is on sustainable technologies, products and services, such as the development of the world’s first carbon-neutral soccer and field hockey turf and the first and, so far, only recycling plant for artificial turf and EPDM. The Sport Group has production facilities in Europe, North America and the Asia-Pacific region and employs more than 1,900 people worldwide. Notable recent projects include tennis courts for the U.S. Open, field hockey turf for Paris 2024, soccer turf for Bayern Munich, American football turf for the University of Washington and baseball turf for the Toronto Blue Jays.

Since Equistone’s investment in June 2015, the Sport Group’s growth has intensified and international expansion has continued. Together with the new owner, KPS Capital, this path to success will continue to expand.

In the context of the sale, POELLATH advised the management of Sport Group on the management participation with the following Munich-based team:

- [Dr. Benedikt Hohaus](#) (partner, management participation)
- [Silke Simmer](#) (counsel, management participation)

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POELLATH is a market-leading international business and tax law firm with more than 180 lawyers and tax advisors in Germany. We stand for high-end advice on transactions and asset management. We offer legal and tax advice from one source. In our selected and highly

specialized practice groups, we not only know the law, but shape the best practice in the market together with our clients. National and international rankings regularly list our professionals as leading experts in their fields.

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