

RTPR advises ROCA on the sale of its participation in Artesana



Alina Stăvaru
Partner

Iulian Maier
Senior Associate

RTPR

Radu Tăracilă Pădurari Retevoescu

RTPR has assisted **ROCA Investments** in relation to the sale of its shareholding stake in **Artesana**, the well-known local producer of premium natural artisanal dairy products. **ROCA Investments** is a private equity company that provides capital solutions and active partnerships to strengthen and scale Romanian SME's by helping them develop business strategies that accelerate their long-term value growth.

The team of lawyers involved in this project was coordinated by [Alina Stavaru](#) (Partner) and further included [Iulian Maier](#) (Senior Associate) and [Victor Popa](#) (Associate).

"We are glad to have contributed to the realisation of this transaction that proves that local entrepreneurship can develop beautifully with the right partners and together they can turn a bold vision into a success story. We are grateful to our clients, ROCA Investments, for their trust and excellent collaboration throughout this mandate", said **Alina Stavaru**, Partner at RTPR.

"Congratulations to all parties involved in this transaction, which marks a new chapter in the history of Artesana, a brand born out of passion and so much appreciated by consumers. It is a great satisfaction to see that our efforts to find optimal solutions have led to a successful transaction", said **Iulian Maier**, Senior Associate at RTPR.

RTPR's [Corporate/M&A](#) practice boasts an impressive track record of high-profile transactions and an unrivalled reputation, consistently highlighted by international legal publications. Its experience in the most complex M&A mandates in various sectors was noticed and appreciated by the most prestigious international legal guides, such as Legal 500, Chambers & Partners and IFLR1000, which place the company in the first tier of the rankings. At the same time several of the RTPR lawyers are recognised as *Leading Lawyers* or *Rising Stars* for this field in individual rankings.

Selected [corporate/M&A](#) deals in which RTPR have recently advised are set out below:

– MidEuropa on the sale of Cargus to courier company SAMEDAY, part of the eMAG group

– MidEuropa on the sale of Regina Maria Group to Mehiläinen in the largest ever healthcare services transaction in Central Europe

– MidEuropa Partners on the EUR1.3bn sale of Profi, in the largest transaction in the retail sector ever concluded in Romania

–Tensa Art Design, and its shareholders Daniel Craciun, Florin Nita and ATM Ventures, part of Autonom group, in relation to attracting investment from OH Holding Limited

–Integral Capital Group on the acquisition of a majority stake in Embryos, a leading fertility and gynaecology clinic in Romania, specialised in assisted reproduction technology, offering an integrated suite of fertility treatments, including IVF

–Abris Capital Partners on the sale of Pehart Grup, one of the largest paper producers in South-Eastern Europe, to INVL Baltic Sea Growth Fund, the leading private equity fund in the Baltic States

–Oresa and the entrepreneur Cristian Amza on the sale of the entire stake in the La Fantana group to the strategic investor Axel Johnson

–Wolt, a Finnish local commerce company, on the acquisition of the fast delivery platform Tazz, part of eMAG Group

–Evryo Group, owned by funds managed by Macquarie Asset Management, on the sale of its renewable energy portfolio to PPC Group

–PragmaGO, a company owned by the private equity fund Enterprise Investors, on the acquisition of an 89% stake in Telecredit IFN, operating under the brand name Omnicredit