

Merodis advises Ahooga's shareholders on the sale of a stake to Freshmen

October 13th, 2020, Brussels, Belgium. **Merodis** (www.merodis.com), an independent corporate finance advisory firm, is pleased to announce that it successfully advised the shareholders of Ahooga in the sale of an equity stake to Freshmen. Co-founders Philippe Lefrancq and Laetitia Lambotte remain on board in order to continue the development of the company, while co-founder Frédéric Mertens is leaving the company.

Launched in 2015, **Ahooga** (<https://ahooga.bike/>) designs, manufactures and distributes compact and ultralightweight e-bikes to speed up the adoption of bicycles in cities and corporations. The bikes are 100% European, being designed in Belgium and manufactured in Europe. Since its creation, Ahooga has sold close to 10.000 bikes.

Freshmen (<https://www.freshmenfund.com/>) is a Belgian fund building an ecosystem of ambitious teams active in consumer products and services. All of them are trying to contribute to customer's lives and wellbeing. Freshmen was founded by Hendrik Winkelmans, the founder of the chain of bike stores Fiets!.

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About Merodis

We provide middle-market companies with a wide range of financial advisory services in support of mergers, acquisitions, divestitures, capital raising, corporate restructuring and equity research. For detailed information concerning the range of services offered, recent transactions and credentials, please visit www.merodis.com

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