



FOCUS Investment Banking Represents Vetrernity in its Acquisition of Paws, Whiskers and Wags

FOCUS
Investment Banking


This announcement appears as a matter of record only.



has acquired



The undersigned initiated this transaction, assisted in the negotiations, and acted as financial advisor to the Vetrernity Pet Funeral Company.



Washington, DC, (April 16, 2021) – [FOCUS Investment Banking](#) (“FOCUS”), a national middle market investment banking firm providing merger, acquisition, divestiture and corporate finance services announced today that [Vetrernity](#), the pet cremation company, (formerly known as La Compagnie des Vétérinaires) has acquired [Paws, Whiskers and Wags](#) (“PWW”). FOCUS represented Vetrernity in the transaction.

Vetrernity (“the Company”) was originally founded in Northern France over 25 years ago. Their core business is end-of-life services including cremation for pets throughout Europe. A market leader, they operate 25 crematoriums in Europe and employ over 300 people. The Company engaged FOCUS to advise and assist them with the expansion of their operations to the US and ultimately acquired Paws, Whiskers and Wags.

“Following the creation of a subsidiary in Canada in 2019, and the development of subsidiaries in Montreal and Ottawa, Vetrernity Group has officially been present in the USA since July 31, 2020,” Vetrernity management announced. “In spite of the crisis and the lockdown, the Group succeeded in finalising the purchase of four PWW crematoriums in Georgia and North Carolina. This is a strong and stable starting point for the Group’s development, and other perspectives of expansion are under study in the

surrounding states to spread the model.”

With over 20 years of experience, Paws, Whiskers and Wags is a pet cremation company with locations in Decatur, GA, Covington, GA, Marietta, GA and Charlotte, NC. They operate state of the art cremation facilities designed with pet owners in mind.

Doug Rodgers, FOCUS Chairman who led the engagement, said, “Vetrernity, led by CEO Philippe Thomas was looking to acquire their first United States operations. It was important for them to buy a well-managed group that had similar philosophies and values to theirs. Paws, Whiskers and Wags was a great fit. Their high standards and focus on providing a compassionate experience were differentiators.”

About Vetrernity

[Vetrernity](#) serves the needs of almost one million animals and 30,000 vets every year at their 25 locations throughout Europe, and 6 in North America. They operate in two primary segments: end of life services for pets, and veterinary waste management. Their end of life services include private and group pet cremation. The veterinary waste management services help vets, animal breeders and pharmaceutical companies dispose of their unused medicinal products or waste through an ethical waste management chain. The digital service provides vets with complete, innovative digital solutions that help them run their practices and clinics.

About Paws Whiskers & Wags

[Paws, Whiskers and Wags](#) provides pet cremation services from four locations in Georgia and North Carolina. Founded over twenty years ago, they have created a patented Pet Tracker 360® system which ensures a quality cremation process which ensures the ashes you receive are the ashes of your pet. In addition to Pet Tracker 360®, they are the only pet crematory to allow their entire operation to be available for public inspection through their view window in their reception area. In addition to private cremation, Paws, Whiskers and Wags also offers group cremation services.

About FOCUS Investment Banking (“FOCUS”)

With more than three decades of experience, [FOCUS Investment Banking](#) is a trusted name in middle market M&A advisory services worldwide. Whether helping to sell, buy, or raise capital, FOCUS strives to maximize the value of every transaction for the benefit of its clients. Securities transactions conducted by FOCUS Securities LLC, an affiliated company, registered Broker Dealer member FINRA/SIPC. For more information, visit www.focusbankers.com.

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Doug Rodgers
Chairman
doug.rodgers@focusbankers.com
Phone: 202-468-9593



Leah White
Principal
leah.white@focusbankers.com
Phone: 724-448-6180