



## **Alothon Group Confirms Investment in Brazil's Grupo MPR**

### **Establishes Growth Platform in Consumer Cleaning and Household Products Market**

November 24, 2015 09:00 AM Eastern Standard Time

SÃO PAULO, Brazil--(BUSINESS WIRE)--Alothon Group LLC, a leading middle market private equity firm dedicated to Brazilian investments, confirmed today that its Alothon Fund III has completed the acquisition of a controlling interest in Grupo MPR. The main commercial activities of Grupo MPR are through its ownership of CNA, the leading Brazilian producer of alcohol-based cleaning products and related consumer goods, and of Alcool Ferreira, a significant provider of industrial alcohol in the country. Terms of the transaction were not disclosed.

Headquartered in Sao Paulo, CNA has over 30% market share in its industry segments in Brazil. It boasts leading brands such as Zulu, Zumbi and Coperalcool, distributed through over 4,300 retailers. Alcool Ferreira has an annual distilling capacity of 30 million liters of high grade specialty alcohol which is used in the food, chemical, pharmaceutical and cosmetic industries. It has over 1,000 clients.

"We are committed to helping accelerate the growth of Grupo MPR's business, with the company's strong management team being key to our enthusiasm for this investment. Together, we are confident we can further enhance the company's leadership in the consumer products space," an Alothon spokesperson said.

#### **About Alothon**

Alothon Group LLC is a Sao Paulo based private equity firm dedicated to Latin American investments, principally in Brazil, where the team has been investing over the past 18 years. The firm's investment strategy is focused on controlling positions in mid to late stage businesses in Brazil with strong franchise value. Alothon works closely with the management of companies in which it invests and brings a combination of strategic, financial, operating and governance expertise. For additional information, please visit [www.alothon.com](http://www.alothon.com).

#### **Contacts**

##### **MEDIA:**

##### **For Alothon Group**

MBS Value Partners

Jane Searle, +1-212-710-9686

[jane.searle@mbsvalue.com](mailto:jane.searle@mbsvalue.com)