

Puma Alpha EIS

RON DORFF

Ron Dorff is a premium menswear brand. The company has an omni-channel approach to selling its products online, via wholesale partners and through its own store network. The company currently operates in the US, UK and the EU, and has stores in all of these markets.

Performance is lagging slightly behind plan in the current period, following successive years of strong growth. This is reflective of a difficult consumer environment in key markets, a poor UK summer impacting sales, and the Olympics in Paris leading to reduced domestic footfall at stores and outlets in the city.

In early 2024, Ron Dorff launched a crowdfunding campaign that surpassed its fundraising target, giving the Ron Dorff community an opportunity to be part of its growth. Additionally, for the third successive year the brand launched a pop-up in Fire Island in the US.

Ron Dorff has also recently partnered with sustainable trainer brand, Loci, and has further brand collaborations in the pipeline. Looking ahead, the brand is exploring strategic partnerships to capitalise on its strong position in the premium menswear category.

Puma is supporting the company as it explores strategic options to further accelerate growth. In 2023, Puma worked with the company to hire a new chairperson with significant e-commerce experience.

£3.4m

Puma Alpha EIS participation

(Total investments by Puma Funds to date £9.1m)



MARKET
Consumer



LOCATION
Europe



ESTABLISHED
2012



EXPANSION
US

Key risks

General

Past performance is no indication of future results and share prices and their values can go down as well as up. The forecasts in this document are not a reliable guide to future performance.

Capital at risk

An investment in Puma Alpha EIS can be viewed as high risk. Investors' capital may be at risk and investors may get back less than their original investment.

Private companies

Puma Alpha EIS may invest in unlisted shares. Such investments can be more risky than investments in listed shares. Unlisted shares may be subject to transfer restrictions and may be difficult to sell. It may be difficult to obtain information as to how much an investment is worth or how risky it is at any given time.

Tax reliefs

Tax reliefs depend on individuals' circumstances, minimum holding periods and may be subject to change.

Liquidity

It is unlikely there will be a liquid market in the shares of the EIS Qualifying Companies and it may prove difficult for investors to realise their investment immediately or in full.

Get in touch

We're here to help

INVESTORS

We recommend you speak to a Financial Adviser in the first instance, as we cannot offer investment or tax advice.

If you have any other questions please contact us on **020 7408 4100** or email us at **clientrelations@pumainvestments.co.uk**

For further information, please visit **www.pumainvestments.co.uk**

ADVISERS

Our expert national Business Development Team are here to help, and would be happy to discuss any of our services and offers in more detail with you either by phone or by visiting your offices.

Please contact us on **020 7408 4070** or email us at **businessdevelopment@pumainvestments.co.uk**

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