

Asset Sale Process August 2024

Deloitte Restructuring Inc. ("Deloitte"), in its capacity as Receiver (the "Receiver") of G3 Genuine Guide Gear Inc. ("G3"), is soliciting interest from parties interested in purchasing the assets described below (the "Property").

Summary

An opportunity exists to acquire certain assets (the "**Assets**") and/or potentially the business (the "**Business**") of G3 Genuine Guide Gear Inc ("G3"). For more details, please reach out to Kaleb Butt, Senior Associate, at kbutt@deloitte.ca.

On August 9, 2024, Deloitte Restructuring Inc. was appointed by the Supreme Court of British Columbia as the Receiver, without security, of certain assets of G3. The Receiver is conducting a sales process to sell certain assets and potentially the business. This overview is being provided to parties identified as potentially having an interest in the opportunity.

Business Overview

G3 Genuine Guide Gear ("G3") is a global leader in the ski and snowboard industry, with a particular focus on the backcountry category. Known for their pioneering product innovations and values-driven business approach, they have established a strong reputation among consumers and industry partners. Based in Vancouver, BC, the company has distribution partners in Canada, the US, and Asia.

Asset Details

Climbing Skins

Specializes in climbing skins with four performance fabrics in the growing ski & splitboard markets.

Backcountry Skis and Splitboards

Backcountry-specific skis and splitboards made up of 100% recyclable materials, based on a nylon, carbon fibre, polyurethane, steel, aluminum, and/or wood structure.

Backcountry Sport Accessories

Bindings, poles, shovels, and another items to provide a complete gear kit to customers.

Manufacturing Equipment

Purchasers of the business also have access to a variety of equipment used to develop these products, including industrial UV inkjet printers, heat presses, large-scale air compressors, and cutting tables.



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