Roth Capital Partners Acted as Financial Advisor to Pedego on its Investment from Verlinvest

Transaction Information
Pedego, which sells its innovative e-bikes through its network of over 200 locally-owned Pedego dealers throughout the US and Canada, has received an investment from Verlinvest, the global investment firm known for backing category-defining consumer brands. With this investment, Pedego joins an impressive list of recognized and impactful companies in Verlinvest’s portfolio, alongside Oatly, Vita Coco, Who Gives a Crap, and Tony’s Chocolonely.

Verlinvest’s involvement will support Pedego’s branding and innovation efforts, increase the number of stores run through its brand-exclusive dealership model, and boost inventory to satisfy surging consumer demand.

Terms of the transaction were not disclosed. However, a press release with more information was issued by Verlinvest and can be accessed here on their website.

Roth served as exclusive financial advisor to Pedego on the transaction.
About Pedego
Founded in 2008, Pedego® has the largest retail chain of electric bike stores in North America. These locally-owned dealers carry Pedego™'s complete line of over 20 electric bike models and accompanying accessories and are known for offering outstanding customer service through sales, rentals, tours, and maintenance. Backed by an industry-leading 5-year warranty, Pedego™'s e-bikes are engineered to provide customers with a superior quality and riding experience. For more information, please visit www.Pedego.com. (Source: Company | 1.5.22)

About Roth Capital Partners
Roth Capital Partners, LLC (ROTH), is a relationship-driven investment bank focused on serving emerging growth companies and their investors. As a full-service investment bank, Roth provides capital raising, M&A advisory, analytical research, trading, market-making services and corporate access. Headquartered in Newport Beach, CA, Roth is privately-held and employee owned, and maintains offices throughout the U.S. For more information on Roth, please visit www.roth.com.

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