



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

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### 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](http://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](http://www.roth.com).

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