

DONNELLY PENMAN & PARTNERS

INVESTMENT BANKING

Viper Industrial Products has been acquired by Nilfisk-Advance A/S

Viper Industrial Products ("Viper")

Viper is a leading Chinese designer, manufacturer and marketer of professional floor maintenance equipment. Viper operates out of four primary locations including a 400,000 sq. ft. manufacturing facility in Dongguan, People's Republic of China ("PRC"), a Shanghai, PRC direct sales headquarters, a Hong Kong sales and distribution office, and a North American sales and distribution office, located in Holland, Michigan. Worldwide, the Company has approximately 600 employees.

Viper spent considerable time and capital to develop its Chinese manufacturing and marketing capabilities, which provides a first mover advantage and access to the world's fastest growing market.

Nilfisk-Advance A/S ("Nilfisk-Advance")

Nilfisk-Advance, based in Copenhagen, Denmark, is a global leading supplier of cleaning machines for professional purposes. Nilfisk-Advance's complete range of cleaning machines includes commercial and industrial vacuum cleaners, scrubber dryers, industrial sweepers, machines for outdoor cleaning and high pressure cleaners. Nilfisk-Advance is represented in 35 countries with its own production and sales companies. The company currently has over 3,900 employees and 2006 annual turnover of €730 million.



The Transaction

Nilfisk-Advance completed the acquisition of Viper in August 2007. The transaction provides Nilfisk-Advance with access to Viper's vertically-integrated, low-cost manufacturing capabilities, as well as additional sales channels and customers, principally in the United States and the PRC. Donnelly Penman & Partners initiated this transaction, assisted in the negotiations and acted as exclusive financial advisor to Viper. Please contact **James C. Penman**, Managing Director, at (313) 393-3056 or **Jeremy L. Lamb**, Vice President, at (313) 393-3073 for further information.

Donnelly Penman & Partners

Donnelly Penman & Partners is one of the largest independently owned investment banking firms headquartered in the Midwest. We provide comprehensive advisory services to both public and private companies, including mergers and acquisitions, capital raising, due diligence, and general financial advisory services. In addition, we are a [FINRA](#) licensed broker dealer and member [SIPC](#).

Donnelly Penman & Partners is owned by the employees of the firm, who have participated in more than 225 transactions since the firm's inception in September 2000 and collectively have more than 85 years of investment banking experience.