

## Buddle Findlay acted for Sydney-based investment firm Alceon on its purchase of EziBuy

[Steve Nightingale](#), [Tony Wilkinson](#)

30 June 2017

Buddle Findlay advised Sydney-based investment firm Alceon Group on its acquisition earlier this week of New Zealand clothing and homeware retailer EziBuy from ASX-listed supermarket chain operator Woolworths for an undisclosed sum.

Buddle Findlay lead partner [Steve Nightingale](#) said "We were delighted to act for Alceon in what was a significant transaction completed in a tight timeframe."

Woolworths acquired EziBuy in 2013 from the founders and an Australian private equity firm. Woolworths decided to sell the business following a strategic review.

Alceon Group is the major shareholder in Australian ASX-listed womenswear retailer Noni B.

Steve was assisted by senior associate [Rupert Rouch](#), tax partner [Tony Wilkinson](#) and other specialists.

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