



KKR Credit Continues to Extend Sponsor-Led Financing and Direct Lending Activity to Companies

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Latest transactions to provide financing to Exterion Media in the UK and Roompot in the Netherlands

LONDON--(BUSINESS WIRE)-- KKR today announced the closing of two direct lending transactions, which will provide financing for Roompot, a leading operator of holiday parks, and Exterion Media, a leading outdoor advertising company in the UK and Europe.

The two transactions will deliver over \$275 million in financing and add to the track record of KKR's European direct lending platform which provides funding for medium-sized companies across Europe in need of customized funding solutions beyond traditional bank lending. Since 2014, the platform has deployed more than \$1 billion across companies in the U.K., Ireland, Germany, Spain, Portugal and the Benelux and sectors including industrials, consumer, retail and care services, and has supported over a dozen financial sponsors in their financing transactions.

Roompot is a leading provider of holiday parks and active in the management and operation of parks and campsites, as well as acting as a tour booking agent for over 200 parks across Europe. The deal represents one of the largest unitranche financings in recent years in the Netherlands. Over the last years, KKR's private credit business has participated in transactions for over \$650 million involving four major companies in The Netherlands.

Exterion Media provides advertising space at key transport and retail spaces across the UK, France, Netherlands, Spain and Ireland. KKR Credit has recently participated in and led 6 private credit transactions for medium sized enterprises in the UK, of which Exterion is the first post the Brexit referendum.

Marc Ciancimino, Member and Head of European Private Credit at KKR, said: "Non-bank lending's structural importance in the European market is growing, and KKR Credit continues to provide alternative customized lending solutions that support the individual needs of companies. The expansion in our direct lending platform is testament to the value that these customized solutions can bring to European corporates and their shareholders."

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About KKR

KKR is a leading global investment firm that manages investments across multiple asset classes including private equity, energy, infrastructure, real estate, credit and hedge funds. KKR aims to generate attractive investment returns by following a patient and disciplined investment approach, employing world-class people, and driving growth and value creation at the asset level. KKR invests its own capital alongside its partners' capital and brings opportunities to others through its capital markets business. References to KKR's investments may include the activities of its sponsored funds. For additional information about KKR & Co. L.P. (NYSE:KKR), please visit KKR's website at www.kkr.com and on Twitter [@KKR_Co](https://twitter.com/KKR_Co).

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