

Outdoor Living Supply Acquires Geobunga

Offering a Better Way to Grow.

Rochester, MN – October 27, 2022 – Outdoor Living Supply (“OLS”), a distribution platform for outdoor living products with a focus on hardscapes, announced today the acquisition of Geobunga (“the Company”), an independent distributor of garden elements, natural stone, pavers, bulk materials, and landscape supplies. This acquisition expands OLS’ footprint into the Hawaiian market.



Based in Honolulu, Hawaii, Geobunga was started in 2009 by Layla and Andrew Dedrick, previous owners of Bella Pietra, a stone and tile import, who saw opportunity in an underserved urban gardening market. Since that time, Geobunga has grown into Hawaii’s leading outdoor living resource for homeowners, contractors, and landscape designers. Going forward, Layla and Andrew will continue in their leadership roles, ensuring continuity and consistency for customer and supplier partners.

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www.outdoorlivingsupply.net

“We are excited to welcome Geobunga to the OLS family of companies,” said Brian Price, CEO of OLS. “The Geobunga acquisition provides us with a strong entry into the Hawaiian market. Layla and Andrew have built an outstanding business that combines stellar customer service and product innovation with operational integrity. We look forward to growing with this talented team for years to come.”

Layla and Andrew Dedrick, owners of Geobunga added, “Our business embodies the authentic and tropical-feel of Hawaii, as well as our commitment to serving the community with excellent customer service and hospitality. We immediately recognized that OLS would celebrate the unique attributes of our brand and that our partnership would provide exceptional value to our customers and excellent opportunities to our employees. It is with great excitement that we kick off this next phase of growth for Geobunga.”

Faegre Drinker Biddle & Reath LLP served as legal advisor to OLS.

About Outdoor Living Supply

Outdoor Living Supply is a distribution platform for outdoor living products with a specific, differentiated focus on hardscapes. OLS seeks to partner with family- and founder-led companies with shared values and local heritage. By leveraging deep industry relationships, OLS supports its companies’ growth both organically and through strategic acquisitions while providing the products, resources, technology, and training to enhance the customer experience and create new opportunities for its employees. Outdoor Living Supply launched in partnership with Trilantic North America in late 2020, which invested in the platform to support its growth across key verticals including: hardscapes; outdoor living; landscape accessories; outdoor lighting; and bulk materials.

For more information, visit www.outdoorlivingsupply.net.

About Trilantic North America

Trilantic Capital Management L.P. ("Trilantic North America") is a growth- focused middle market private equity firm focused on control and significant minority investments in North America. Trilantic North America's primary investment focus is in the business services and consumer sectors. Trilantic North America has managed six private equity fund families with aggregate capital commitments of \$9.9 billion. Trilantic North America has been recognized by Inc. Magazine's 2022 list of Top Founder-Friendly Investors and has been named one of Growthcap's 2021 Top 25 Private Equity Firms for Growth Companies.



For more information, visit www.trilanticnorthamerica.com

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