

Press Release

## **029 Group SE: Portfolio company Brother's Bond secures USD 7.5m in fresh funding**

**Berlin, 20<sup>th</sup> February 2025.** 029 Group SE (ISIN: DE000A2LQ2D0), a global hospitality and lifestyle investment platform, announces that its portfolio company, Brother's Bond Distilling Co. LLC, successfully closed a USD 7.5m financing round. This investment reflects strong momentum for the award-winning whiskey brand and underscores investors confidence in the spirits industry's growth potential.

Brother's Bond, founded by longtime friends and whiskey enthusiasts Ian Somerhalder and Paul Wesley, offers a portfolio of hand-selected, award-winning, small-batch American bourbon and rye whiskeys. Celebrated for its unmatched flavor and ultra-premium quality it has quickly become a respected name in the whiskey industry.

"We are incredibly grateful for the support of our investors, who recognize the potential growth of Brother's Bond Bourbon," said Vincent Hanna, CEO of Brother's Bond Bourbon. "The belief in our vision and the industry's resilience fuels our passion to continue building a brand that resonates with whiskey enthusiasts around the world."

This capital infusion will enable Brother's Bond Bourbon to continue to expand its footprint in the United States and into key international markets, bringing the brand's premium bourbon to a larger global audience.

"The whiskey industry is at an exciting inflection point, and we see Brother's Bond Bourbon as a leader in this movement," said Hanna. "Our ability to merge heritage with modern appeal makes Brother's Bond stand out in the market. This investment is not just about funding—it's about fueling a brand that is shaping the future of bourbon."

Leon Sander, CEO of 029 Group SE, added, "We've been supporters of Brother's Bond from the very beginning and are excited for its next phase of growth. As consumers increasingly gravitate toward premium, authentic brands, the company is well-positioned to capture this demand. This new financing will further drive the brand's mission to make high-quality whiskey accessible and widely celebrated."

Subject to audit, management estimates that the value of 029 Group's interest in Brothers Bond is at approximately USD 0.92 million.

### **About Brother's Bond**

Brother's Bond Bourbon, founded by Ian Somerhalder and Paul Wesley, is an ultra-premium bourbon brand celebrated for its exceptional quality and craftsmanship. Meticulously crafted with the finest all-natural ingredients and aged to perfection, Brother's Bond honors the rich heritage of American whiskey-making.

Further Information: <https://brothersbondbourbon.com/>

### **About 029 Group SE**

029 Group SE believes that the next generation of consumer brands will be built on connection, experiences, and community. In a post-pandemic world, new patterns of work, life and leisure are emerging and accelerating. These trends create opportunities in hospitality and lifestyle for innovation-driven entrepreneurship with a strong community focus. 029 Group backs the most audacious entrepreneurs with a hands-on investment approach, focusing on areas where they can add significant value through their platform, global network and company building expertise. 029 Group is based in Berlin, Germany.

Further Information: <https://www.029-group.com/>

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