

Plans To Float Poundland's Owner Underway.

Pepco Group, the owner of the Pepco and Dealz brands in Europe and Poundland in the UK, looks set for a multibillion-pound stock market flotation.

Pepco Group is part of troubled South African conglomerate Steinhoff. Before the pandemic, it had been evaluating a range of options for the retail business, including a **public listing, private equity sale, or trade sale**. Back in January, Steinhoff confirmed that the process had resumed with it looking at the various options again.

A report by Sky News today said that the Pepco Group, which trades from more than 3,200 stores across 15 European countries, has begun preliminary talks with institutional investors about an IPO in the UK or Poland.

City sources are quoted as saying that London has re-emerged as a serious contender to stage the listing after Warsaw had previously become the likeliest destination for the company.

The report noted that a private equity takeover remains a possibility following significant interest in the business last year by buyout firms including Advent.

A Pepco spokesperson told Sky News that company was “engaged in considering... options in more detail, including a potential public listing of Pepco Group in either London or Warsaw, although no definitive decision has been taken with respect to any specific course of action”.

<https://www.kamcity.com/namnews/uk-and-ireland/general/plans-to-float-poundlands-owner-underway/>

