



**CONSTITUTION**  
Capital Partners

**FOR IMMEDIATE RELEASE**

**CONSTITUTION CAPITAL COMPLETES CO-INVESTMENT WITH L CATTERTON IN L.A.B. GOLF**

**BOSTON, MA – August 8, 2025** – Constitution Capital is pleased to announce that it has completed a co-investment in L.A.B. Golf (or the “Company”). The Company is a premium golf putter brand that designs, develops, and distributes customized putters rooted in innovative technology. Constitution Capital, a leading alternative asset manager, participated as a co-investor in L.A.B. Golf alongside L Catterton.

**About Constitution Capital**

Constitution Capital, headquartered in Boston with an office in New York and personnel in London, is a leading alternative asset manager focused on private equity and private credit investments. The firm is a disciplined, value-oriented investor with a demonstrated track record of generating top-quartile returns. The firm is led by an experienced, cohesive team of investment professionals with significant experience investing in partnerships, direct equity, and opportunistic credit. For more information about Constitution Capital, please see: [www.concp.com](http://www.concp.com).

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Below is a copy of the transaction announcement from L Catterton

**L Catterton Invests in L.A.B. Golf, a Pioneering Brand Revolutionizing the Putter Category**

Greenwich, CT and Creswell, OR – July 29, 2025 – L Catterton, the largest global consumer-focused private equity firm, today announced that it has made a strategic investment in L.A.B. Golf, a disruptive and fast-growing golf equipment company transforming the putter category through its proprietary technology and deep customization capabilities.

L.A.B. Golf (“Lie. Angle. Balance.”) has developed a passionate following among professionals and amateurs alike. By eliminating torque, its patented design helps keep the putter face square throughout the stroke, thus helping golfers putt more consistently. The company has experienced rapid growth in recent years, driven by word-of-mouth advocacy, industry leading satisfaction, professional adoption, a differentiated direct-to-consumer experience allowing significant customization and personalization, and a relentless focus on quality and customer service.

“At L Catterton, we’ve spent decades partnering with visionary teams to build some of the world’s most beloved consumer brands – from iconic names like Pinarello to Birkenstock and Peloton,” said Matt Nugent, Partner at L Catterton. “What immediately stood out about L.A.B. Golf is the strength of the

product, the passion of its community, and the success it has had creating significant innovations that are benefiting golfers. At L Catterton, our approach is rooted in true partnership: we collaborate closely with founders and operators to drive sustainable growth. With our deep consumer insights, our experiences growing product companies and brands, and our hands-on operational resources, we're excited to help L.A.B. Golf grow its business, broaden and improve its already exceptional product assortment, and reach more golfers around the world."

The partnership will support L.A.B. Golf as it accelerates product innovation, enhances its direct-to-consumer experience, grows its presence across the retail channel, and expands internationally into new markets where premium golf equipment is in high demand. With millions of potential custom configurations and a strong track record of improving player performance, the company is poised to continue redefining what golfers expect from their equipment.

"We didn't set out to build a brand—we set out to build a better putter," said Sam Hahn, Founder and Co-CEO of L.A.B. Golf. "That mission struck a chord with golfers who were frustrated with traditional options, and we've been blown away by the response. We're thrilled to have found a partner in L Catterton who shares our vision and values and is equipped to help us continue investing in our business, growing our brand, and creating more happy golfers."

Robert Johnson, Co-CEO of L.A.B. Golf, added, "From day one, L Catterton showed a deep understanding of the golfer and the category. Their track record of building brands, working side-by-side with management teams, and investing in quality and growth has made them the clear partner of choice. Together, we'll keep pushing boundaries and bringing smarter, better gear to golfers around the world."

L Catterton has extensive experience building premium brands and businesses in sports and enthusiast industries. Current and past investments include Tonal, Megabass, Peloton, Equinox, EGYM, Pinarello, Storyteller Overland, Birkenstock, among others.

### **About L Catterton**

L Catterton is a market-leading consumer-focused investment firm, managing approximately \$37 billion of equity capital across three multi-product platforms: private equity, credit, and real estate. The firm's funds have the ability to invest between \$5 million and \$5 billion, across the capital structure, in well-positioned consumer businesses. Leveraging deep category insight, operational excellence, and a broad network of strategic relationships, L Catterton's team of more than 200 investment and operating professionals across 18 offices partners with management teams to drive differentiated value creation across its portfolio. Founded in 1989, the firm has made over 300 investments in some of the world's most iconic consumer brands. For more information about L Catterton, please visit [latterton.com](https://latterton.com).

### **About L.A.B. Golf**

Rolling a golf ball into a hole shouldn't be complicated. Yet for golfers around the world, putting is the most challenging part of the game. L.A.B. Golf was created to simplify things. The company believes it's possible for all golfers to be excited about putting. For more information on L.A.B. Golf, visit [labgolf.com](https://labgolf.com).