

**LBO France announces the acquisition of a majority stake
in ID Market and Sourcidys, leading BtoB and BtoC distributors
of home & garden products in France**

LBO France has acquired a majority stake in the French companies ID Market and Sourcidys, alongside their long-standing shareholder/managers Emmanuel Antunes, Guillaume Besnier and Olivier Roor, in order to accelerate the group's growth across all digital channels.

For 15 years now, Emmanuel Antunes, Guillaume Besnier and Oliver Roor, founding managers, have created and developed ID Market and Sourcidys, two companies that are now French leaders in the design and online sale of home & garden products. Both companies have expanded rapidly, based on a strategy of tapping all digital channels to sell to BtoC customers for ID Market and BtoB customers for Sourcidys. In less than 10 years, they have become leaders on their markets by outperforming their sector on growth. They now offer tremendous development potential through their virtuous and duplicable model that is based on accelerated digitalisation of the market. Thanks to a daily datamining of sales and market trends, their product lines organized across three high-potential universes offer "best of web" products:

- Home & decoration;
- Leisure and outdoor furnishings;
- Gardening and DIY.

In order to strengthen and perpetuate both companies' activities, the founding managers have decided to seek the backing of a recognised investor and to merge ID Market and Sourcidys. Their plans are to continue and accelerate their development, while promoting operating and sales synergies in the coming years.

The founders will remain shareholders in the group and will remain fully operational as managers.

The group's business plan is based on the following value creation drivers:

- Pursue the omnichannel distribution strategy, including marketplaces, Idmarket.com, private sales and traditional retail;
- Expand continuously the offering by launching new product collections, developing new universes of high-potential ancillary products and gradually opening up to consumer goods in order to promote repeat business;
- Step up web-marketing investments, including SEO, SEA, set up a new customer-loyalty programme and develop the platform's brand name;
- Reach critical size in order to initiate its strategy of external growth and international expansion.

The completion of the acquisition is subject to prior approval by the French antitrust authority (*Autorité de la Concurrence*).

Jérôme Guez, Midcap Partner at LBO France, said: *"We were very favourably impressed by the performance achieved by ID Market and Sourcidys since their inception, driven by their managers. We are especially proud that the founding managers placed their trust in us to assist them in the coming stages of their development. We will do our utmost to provide them with the expertise that will allow them to strengthen their online visibility while continuing to enhance their product offering."*

ID Market and Sourcidys managers said: *“We are very pleased to put this partnership into action with the LBO France team, backed by its well-regarded expertise We share a vision with LBO France in both management aspects and in the strategy needed, in order to continue and accelerate our development.”*

About LBO France

As a key player in private equity with €6.5bn of commitments raised, LBO France is an independent company that has been supporting French and Italian companies in their growth for more than 30 years. Its investment strategy is built on 5 distinct segments managed by dedicated teams: (i) Mid Cap Buyout through the White Knight funds and Small Cap Buyout through the Small Caps Opportunities funds, (ii) Venture Capital through the SISA/Digital Health funds, (iii) Real Estate through the White Stone, Lapillus and NewStone funds, (iv) Debt and (v) Public Equity through the France Développement fund. Historically focused on Institutional and Family Office investors, LBO France has launched a private equity fund accessible to individuals through multi-strategy funds. LBO France is 100% owned by its management and employs nearly 60 professionals.

Find out more: www.lbofrance.com

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Stakeholders:

- Acquirers: LBO France – Jérôme Guez, Simon Couturier, Jean-Christophe Miège
- Managers and vendors: Emmanuel Antunes, Guillaume Besnier, Olivier Roor
- Acquirers' legal counsel: Mayer Brown – Mayer Brown – Emily Pennec, Renan Lombard-Platet and Adriane Budillon Rabatel (Corporate/M&A), Olivier Parawan, Pauline Barbier and Simon-Pierre Ben Soussan (Tax), Patrick Teboul and Constance Bouchet (Financing) and Jean-Maxime Blutel and Orianne Scalbert (Antitrust)
- Counsel to the Sellers: CMS – Jean-Robert Bousquet, Geoffroy Loncle de Forville and Victor Grillo (Corporate/M&A), François Bossé Cohic (Corporate/Management), Pierre Dedieu, Chloé Delion and Inès Mzali (Tax), Claire Vannini and Guillaume Melot (Antitrust) and Caroline Froger-Michon and Aurélie Parchet (HR)
- M&A Advisor: UBS Mid Cap – Jérôme Breuneval, Nicolas Henry, Florent Keufer, Dylan Nakache
- Financial VDD: 8 Advisory – Christophe Delas, Maxime Goerens and Benoît Madelaine
- Debt:
 - SG – Marie-Pierre Pedron, Thomas Noel
 - Crédit Agricole – Louis Heslot-Guillot, Christele Duchesne, Karine Lustière
 - BNP Paribas – Guillaume Chesnel, Pierre-Edouard Vidal
 - Banque Postale – Antoine Gobert
- Debt finance lawyer: De Pardieu Brocas Maffei – Christophe Gaillard
- Financial Due Diligence: KPMG – Vincent Delmas, Romain De Bisschop, Amine El Mostaine
- Strategic Due Diligence: Adventon – Alban Neveux, Marianne Benichou