

Paris, Luxembourg, 27 February 2020

Press release

La Romainville welcomes BIP Capital Partners to accelerate its growth

BIP Capital Partners, via its fund BIP Fund (SCA), Sicar has acquired a majority stake in La Romainville group from its founders, managers and minority shareholders. The management team, led by Yves Hombreux, has participated in the transaction alongside BIP.

Founded in 1949 and managed since 2007 by Didier Level and Yves Hombreux, La Romainville is a leading pastry maker of family, personalized and festive cakes for special occasions in life.

With more than 100 recipes that are constantly reinvented, the group produces every year more than 800,000 cakes following the artisanal tradition in its laboratory in Clichy-sous-Bois.

La Romainville pastries are available in France in its 31 own shops, its recently developed partners shops and via the website www.laromainville.fr (for direct delivery or pick-up in shops).

BIP becoming shareholder will allow, among others, to further modernize the laboratory, to accelerate the development of the shop network in new cities (most of the shops being currently near Paris), to finance the development of the website and to work on further B to B growth drivers.

Yves Hombreux, Chairman of the group, commented on the transaction: « *We are delighted to welcome BIP as a new shareholder. This transaction allows the group to benefit from the support of an experienced partner for SMEs, that will enable us to roll out an ambitious development plan together with the support of all employees of the group.* »

Estelle Fornallaz, Partner with BIP Capital Partners: « *We were attracted by the unique positioning of La Romainville on the traditional and family pastry market in France. We are convinced that the company benefits from high growth potential by leveraging its operational excellence, exploring new areas in France and continuing the development of its website. We are very happy to have been chosen by the team of La Romainville to support them in their next stage of their development. This transaction perfectly demonstrates the investment strategy of BIP.* »

Main parties involved in the transaction

BIP Capital Partners

Estelle Fornallaz, Partner
Aline Bapst, Investment Manager
Philippe Niessen, Investment Manager

Buy side advisors

Lawyers: Goodwin Procter (Christophe Digoy, David Diamand, Jérémie Ruiz, Adrien Paturaud, François Scheffer)
Financial, legal, tax, labour and EHS Due Diligence: KPMG (Damien Moron, Joseph Aouad, Benoît Roucher, David Lucas, Albane Eglinger, Nicolas Cottis, Emmanuelle Tassin)
Commercial Due Diligence: Adrimad (Charles David)
Insurance Due Diligence: Satec (David Barrère)

Sell side advisors

M&A: Clearwater International (Nicolas Saint-Pierre, Thibault Couvrecelle)
Lawyers: Viguié Schmidt & Associés (Louis Chenard, Christel Alberti, Lynda Lala Bouali)
Financial Vendor Due Diligence: Grant Thornton (Gregory Volpi, Emilie Descroix)

Managers advisors

Jeausserand Audouard (Erwan Bordet, Faustine Paoluzzo, Elle Otto)

Financing

Coordinator, Agent: Société Générale (Caroline Marquaille, Camille Marin)
Co-arranger: Caisse d'Épargne IdF (Keltoum Soussi, Abderrahim Nokro)
Participant: BNP Paribas (Brendan Gianoncelli, Stéphanie Treich)
Lawyers: Simmons & Simmons (Colin Millar, Aurelien Jugand, Galina Petrova)

About BIP Capital Partners

BIP Capital Partners is a major independent investor based in Luxembourg. BIP targets medium sized companies with high growth potential and strives to accelerate growth through the experience and network of its team and the funding of new growth initiatives. Based in Luxembourg with a European team, BIP mainly invests in French and German speaking geographies (France, Benelux, Germany, Austria and Switzerland).

For further information, please visit www.bip.lu

Press contact

BIP: Estelle Fornallaz, Partner - info@bip.lu - +352 26 00 26 1