



Press Release

Camerus Group accelerates its growth strategy by acquiring Lign'Expo and completing an LBO with Bpifrance and Siparex Mezzanine, backed by Omnes, its existing investor

9 May 2019, Paris - Omnes has completed the buyout of Camerus Group which it has invested in since 2013. Omnes becomes a minority shareholder alongside Bpifrance and Siparex Mezzanine. This refinancing deal allows Camerus Group to continue its ambitious organic development and external growth strategy. In this instance the Group has completed a build-up deal on Lign'Expo.

Camerus, a key player in France

Camerus Group is one of the leading French furniture rental companies for trade fairs, conferences and professional events. With three locations in Paris, Lyon and Toulouse, the Group generated more than €16 million in revenues in 2018. It is the preferred partner for major trade fairs and events in France with a network of loyal top-tier clients, with recurring activity.

The market in France for organising trade fairs and exhibition centres was estimated at Group 7.5 billion euros in 2017. It hosts the largest trade shows and professional events in the world with a demand structurally superior to the offer. The French market is growing and still very fragmented. Camerus Group is a key player in France with a resilient business model, a tailor-made "one-stop-shop" offer to meet all the customer's needs, a wide range of furniture and an excellent reputation.

An offensive development strategy

Since acquiring Square in 2015, the Group's ambition is to accelerate its development strategy throughout France while diversifying its activity and its clientele in the field of events. The Group thus favours external growth and the integration of companies with business synergies.

The acquisition of Lign'Expo fits with this approach. Located in Toulouse, Lign'Expo has established itself as a reference player in South West France. Its acquisition will consolidate the Group's market share and integrate a new logistics platform. Camerus Group is strengthening its territorial network by opening up more widely to the Southern French market with access to Northern Spain.

Christine Atzemis, Chair of Camerus Group: *"This new build-up allows us to firmly establish our positioning in the country and to set up synergies in order to best respond to the development of our customers and future partners."*

Fabrice Lemarchand, Investment Director at Bpifrance: *"We are delighted to support management in this new development phase. We were fully convinced by the dynamism and quality of service at Camerus Group, as well as its ability to continue to grow while participating in the sector's consolidation."*



Laurent Espic, Partner, responsible for Small Cap activity at Omnes: *"We are delighted to continue the journey alongside Christine Atzemis and her team, who we have had an excellent relationship with for many years. The strategy of Camerus Group is ambitious and is based on identified growth drivers: organic growth through expanding the product catalogue or an active and selective policy of accretive and complementary build-ups. Our goal is to continue the development of the Group so that it reaches a critical size over the next five years."*

Clément Barbier, Investment Manager at Siparex Mezzanine: *"At the heart of our investment philosophy, we are proud to be part of Camerus Group's story; a leading SME with strong growth prospects. We have been particularly sensitive to the vision of CEO Christine Atzemis, who is successfully leading development that is balanced between organic growth and a measured buy & build strategy that we hope to help strengthen. "*

Participants:

Management Shareholders: Christine Atzemis, Loïc Le Bris, Sandrine Chauvin

Financial Investors:

Omnes (Omnes Expansion 3, LCL Expansion 3, LCL PME Expansion 3)
Laurent Espic, Partner, Small Cap Buyout & Growth Capital
Antoine Joris, Principal, Small Cap Buyout & Growth Capital
Lise De Nicola, Analyst, Small Cap Buyout & Growth Capital

Bpifrance Investissement: Fabrice Lemarchand, Matthieu Rabeisen

Siparex Mezzanine: Richard Dalaud, Clément Barbier

Advisory:

Oaklins (Merchant bank & debt advisory): Hadrien Mollard, David Lancri
RMT (Legal): Philippe Torre, Karine Giraud, Guillaume Dupont, Cesar Bertrand
Agylis (Legal): Baptiste Bellone, Madalina Suru, Chloé Journal
RMT (Tax): Olivier Goldstein, Charlotte Bittermann
RMT (Social): Catherine Broussot-Morin, Priscilla Jaeger
Trincéa Avocats (Social): Sophie Trincéa
Oderis (Financial): Thomas Claverie, Steven Mongondry
Indefi (ESG): Emmanuel Parmentier, Nathalie Medawar
NG Finance (Valuation): Ghislain D'ouince, Florian Pelletier

Company and Management Advisory:

MBL & Associés (Legal): Maguelone Beaumont-Loriot
STV Avocats (Legal): Virginie Steva-Touzery
Cleach Avocats (Legal): Jean-Christophe Cleach, Cyrille Decavèle

Financing:

Co-arrangers: Crédit du Nord (Sandrine Adam, Arthur de Latour) and Caisse d'Épargne Ile-de-France (Cédric Alin, Julien Jonasson)
Participants: LCL (Erik Pebreuil, Laurent Muller)
RMT (Legal) : Laurent Cavallier
De Gaulle Fleurance & Associés (Legal) : May Jarjour



About Omnes

Omnes is a leading Paris-based European investor in private equity and infrastructure. With €3.6 billion of assets under management, Omnes provides SMEs with the capital needed to finance growth. The firm has dedicated investment teams across three key areas: Venture Capital, Buyout & Growth Capital and Infrastructure. Omnes is owned by its employees. Omnes is committed to ESG issues and has set up the Omnes Foundation in aid of children's charities. It is also a signatory to the United Nations Principles for Responsible Investment (PRI). www.omnescapital.com



About Bpifrance

Bpifrance is the French national investment bank: it finances businesses – at every stage of their development – through loans, guarantees, equity investments and export insurances. Bpifrance also provides extrafinancial services (training, consultancy). to help entrepreneurs meet their challenges (innovation, export...). For more information, please visit: www.bpifrance.fr and presse.bpifrance.fr - Follow us on Twitter: @Bpifrance - @BpifrancePresse

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