



## Press Release

### **InCA group consolidates its platform with the acquisition of Natur'Habitat & Natur'Habitat L'Atelier de Pose, completing its second buyout since Omnes became shareholder**

Paris – 12 September 2019 - InCA group has completed an off-market acquisition of Natur'Habitat & Natur'Habitat L'Atelier de Pose, a developer of individual homes in Charente-Maritime. The deal which has been funded by financial investors, sees founding CEO Christophe Verbeke selling his shares, while his daughter Samantha Verbeke, current Sales Manager, is reinvesting alongside the InCA group.

Natur'Habitat & Natur'Habitat L'Atelier de Pose is a developer of individual homes (traditional and wooden), well as a service provider offering extensions and renovations. The business has established a good reputation across Charente-Maritime, and is particularly well perceived within the medium/premium end of the market, delivering around twenty homes a year, relating to a turnover of around €4 million in 2019.

In a fragmented and naturally consolidated market, InCA group has thus reached a new level in its territorial network with the addition of this sixth brand, one year after the acquisition of the Logis du Pertuis (July 2018) and only two years after Omnes became a shareholder (July 2017).

This acquisition is strategic for InCA group and enables it to strengthen its positioning in the mid- to high-end market in Charente-Maritime, and create a departmental hub and optimize work management thanks to a network of quality subcontractors. This deal perfectly matches the strategy shared with financial investors to build a regional platform through an active and selective policy of targeted external growth.

InCA is one of the regional leaders in the construction of individual homes in isolated areas, with strong brands in Nouvelle Aquitaine: Maisons Clairlande, Les Demeures de la Côte d'Argent, Rouquié Constructions and Logis du Pertuis. With this acquisition, the group is expanding its territorial network in Charente Maritime. The group has a forecast turnover of more than €40 million in 2019, with sales of over 400 homes throughout the year.

Samantha Verbeke, Sales Manager of Natur'Habitat & Natur'Habitat L'Atelier de Pose: *"Having been appointed General Brand Manager, I am proud to continue to grow the fine businesses that my father, Christophe Verbeke, founded, as I invest alongside InCA group. The investment by InCA group is a great opportunity for Natur'Habitat & Natur'Habitat L'Atelier de Pose; it will allow us to strengthen our know-how and our skills in the construction and renovation of our homes."*

Rémi Fromaget, Chairman, InCA: *"Natur'Habitat's teams are driven by a great desire to innovate and satisfy their customers. Their integration into InCA seemed immediately obvious to me. The team at Natur'Habitat l'Atelier de Pose, rich in competent and passionate craftsmen, will be progressively strengthened to constitute a hub of excellence, recognized on the Charente coast, supporting Natur'Habitat and Logis du Pertuis."*

Frédéric Mimoun, Senior Director, Omnes: *"We are proud and pleased to support InCA's teams in this second strategic acquisition in terms of mid- to high-end positioning and regarding catchment areas. The group is expected to experience growth acceleration in its activities, forecast at double digits for this year. "*



#### Participants:

- InCA group: Rémi Fromaget, Cécile Hervé, Céline Fistolet
- Omnes: Frédéric Mimoun (Senior Director), Antoine Joris (Principal), Lise de Nicola (Analyst)
- Bpifrance Investissement: Romain Fourcade
- GSO Capital: Stéphane Morange

#### Buyside Advisory:

- Squadra Avocats (Legal): Stéphanie Gérard
- Tax Team & Conseils (Legal): Juline Morel
- CP&A Associés (Finance): Jean-Philippe Perret

#### Sellside Advisory:

- Cabinet Juribat (Legal): Sébastien Laussu

#### About InCA group

The InCA group, with a staff of 120, brings together three brands in the single-family home space that have been dedicated to satisfying their customers since 1954. As a consequence, nearly 20,000 families have already placed their trust in Maisons Clairlande, Les Demeures de la Côte d'Argent and Rouquié Constructions across New Aquitaine, with a satisfaction rate of more than 96% in 2018. Based on values centred around the individual and professionalism, the group attaches as much importance to the quality of its construction as the services it provides. Through listening carefully to the outside world, many rewarding innovations have been inspired. The involvement of Omnes, a company committed to developing ambitious companies in respect of human and eco-citizen values, will make it possible to develop very quickly InCA group's project combining digital, operational efficiency and well-being at work.

#### 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](http://www.omnescapital.com)

#### About GSO Capital

GSO Capital, based in Bordeaux, is a limited company with a share capital of €40 million, whose shareholders are the five Crédit Agricole regional banks in the South West of France, in particular the Crédit Agricole Regional Bank of Aquitaine also based in Bordeaux. For more than 15 years, GSO Capital has supported more than 200 regional companies in southwestern France. GSO Capital currently manages nearly €100 million in 60 active portfolio companies in many sectors. In terms of investment policy, GSO Capital's investment tickets generally vary between €0.5-5 million per deal.

#### 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](http://www.bpifrance.fr) and [presse.bpifrance.fr](http://presse.bpifrance.fr) - Follow us on Twitter: @Bpifrance - @BpifrancePresse

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