



Paris, 28 November 2016

Press release

Omnes Capital invests in Ducatillon alongside Bpifrance as part of a Buyer-In-Management-Buy-Out (BIMBO) deal

Omnes Capital has acquired a stake in Ducatillon as part of a Buyer-In-Management-Buy-Out (BIMBO) deal worth a total of €7.6 million. Omnes Capital's small cap fund, with the support of Bpifrance, is accompanying the handover of the company's management and shareholding from Chairman Thomas Delecroix to buyer Jean-Marc Bernard.

Founded in 1997, Ducatillon is France's market leader in distance selling of hobby farming and hunting equipment and outdoor leisure goods. The company, which offers over 22,000 items, has a unique multi-specialist positioning in France spanning hunting attire and accessories, livestock equipment, gardening products, kitchen goods, canine accessories and fishing equipment.

Ducatillon's strong growth over the last five years is thanks to (i) its high quality customer service, spearheaded by specialist sales advisors, (ii) its exclusive products (own-label brands and exclusive distribution agreements), (iii) its three complementary distribution networks (15 catalogues, 7 e-commerce sites and a showroom based in Cyoing).

Ducatillon has over 500,000 customers, with the number increasing regularly each year. It generated sales of €22 million in 2016 with 80 employees.

Thomas Delecroix, Ducatillon's departing executive director, comments: *"I am pleased to be handing over the company to Jean-Marc Bernard, who has developed expertise in the distance selling sector by supporting the strategy of leading retailers such as La Redoute, Quelle and 3suisses."*

Jean-Marc Bernard, the company's new executive director, states: *"Our aim is to develop the company's activities in the hunting and hobby farming markets, combining catalogues and online business with the two priority areas of e-commerce and exports."*

Laurent Espic, Partner at Omnes Capital, adds: *"The handover was well anticipated by the management team, which has been structuring the company for the last three years. It is now fully in position to boost its growth, drawing in particular on its logistics tools and effective marketing department. The aim is to continue to deliver profitable growth over the years ahead."*

Jean-Yves Duriez, Investment Director at Bpifrance, states: *"The deal will enable this impressive company from Northern France to take the next step, allowing it to continue to grow. We are very pleased to be working with Jean-Marc Bernard, the management team and Omnes Capital in this project."*

Parties involved

Omnes Capital

Laurent Espic, Partner, Small Cap Buyout & Growth Capital
Antoine Joris, Associate, Small Cap Buyout & Growth Capital

Bpifrance Investissement

Jean-Yves Duriez, Investment Director



Buyer's advisors

Corporate solicitors: Reinhart Marville Torre (Philippe Torre, Edouard Castel)
Legal audit: Reinhart Marville Torre - property (Bertrand Thouny) – employees (Soazig Preteseille)
Financial audit: RSM (Benoit Coustaux, Antoine Flechais and Julie Haeflinger)
IT audit: Provadys (Olivier Pantaleo)

Seller's advisors

M&A: Adviso Partners (Guillaume Capelle, Florent Obry, Charles-Hubert Devaux)
Financial VDD: Experts and Co (Pascal Dzierzek, Dorothee Boumsell)
Legal advisor: Hepta Conseil (Guillaume Lefebvre, Edouard Augris)

For more information about Ducatillon: <http://www.ducatillon.com/>

About Omnes Capital

Omnes Capital is a major player in private equity and infrastructure. With €3 billion in assets under management, Omnes Capital provides companies with the capital needed to finance their growth and with key expertise in a number of areas: Buyout & Growth Capital, Private Debt, Venture Capital, Infrastructure, Co-Investment, Secondary Funds of Funds. Omnes Capital was a subsidiary of Crédit Agricole until March 2012. The firm is now owned by its employees.

Omnes Capital is a signatory to the United Nations Principles for Responsible Investment (PRI). Further information: www.omnescapital.com
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About Bpifrance

Equity investment are operated by Bpifrance Investissement. Bpifrance, a subsidiary of the French state and the Caisse des Dépôts and the entrepreneurs' trusted partner, finances businesses from the seed phase to IPO, through loans, guarantees and equity investments. Bpifrance also provides operational services and strong support for innovation, export, and external growth in partnership with Business France and Coface. Bpifrance offers to businesses a large range of financing opportunities at each key step of their development, including offers adapted to regional specificities. With its 47 regional offices (90% of decisions are made locally) Bpifrance represents a strategic tool for economic competitiveness dedicated to entrepreneurs. Bpifrance acts as a back-up for initiatives driven by the French State and the Regions to tackle 3 goals:

- Contributing to SME's growth
- Preparing tomorrow's competitiveness
- Contributing to the development of a positive entrepreneur ecosystem.

With Bpifrance, businesses benefit from a powerful, efficient and close representative, to answer all their needs in terms of financing, innovation and investment.

More info: @ www.bpifrance.fr – Follow us: @bpifrance

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