

Paris, March 30, 2022

CIC Conseil advised the shareholder-manager Jo Di Paola on the sale of AP Loisirs to a private investor backed by Océan Participations and Bpifrance

Based in Les Sables-d'Olonne (Pays de la Loire), AP Loisirs positions itself on the outdoor hospitality market and offers two types of recognised services:

- The design and manufacturing of wooden decks for mobile homes
- The purchase/resale of second-hand mobile homes

Founded in 2003, the AP Loisirs company was taken over in 2013 by Jo Di Paola, who then structured its activity and secured an annual growth rate higher than 10%.

Thanks to its range of turnkey solutions and its precise knowledge of campsites needs, AP Loisirs has become a reference player on its market.

AP Loisirs is comprised of 25 employees and generates over €9M in revenues.

With the support of Océan Participations and Bpifrance, the buyer has envisioned an ambitious project based on the strong foundations provided by AP Loisirs, as well as on the dynamism of the outdoor hospitality market, which offers favourable prospects for the upcoming years.

CIC Conseil acted as exclusive advisor to the vendor, Jo Di Paola.

Participants in the transaction

Vendor:

AP Loisirs: Jo Di Paola

Financial advisory: CIC Conseil (Romain Mercier, Constance Quenin, Thomas Le Cadre)

Legal advisory: PBSV (Emilie Polivka, Christopher Sevestre)

Certified Public Accountant: Cabinet Belle & Dhaine (Jean-Marie Belle, Adélaïde Geay)

Buyer:

Financial advisory: Signadile (Olivier Larrat, Robin Laffoucrière)

Legal advisory: Winston and Strawn (Gilles Bigot)

Financial/social/tax Due Diligence: ACA Nexia (Fabrice Huglin, Hélène Coudor)

Financial investors: Océan Participations (Bruno Deslandes), Bpifrance (Adrien Vasseur)

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Press Contact**Résonancemedia3.0:**

Véronique Richez-Lerouge: T: +33 (0)1 42 76 96 82 - M: +33 (0)6 14 63 90 00 - v.richez-lerouge@reso-media.com

For more information:

Cyril Serratrice: CEO - T: +33 (0)1 40 13 59 05 - cyril.serratrice@cic.fr

Romain Mercier: Managing Director - T: +33 (0)5 57 85 54 21 - romain.mercier2@cic.fr

CIC Conseil:

Le Centorial: 18, rue du Quatre Septembre - 75002 Paris - T: +33 (0)1 53 75 26 75

Bordeaux: 20 quai des Chartrons - 33058 Bordeaux - T: +33 (0)5 57 85 54 21

Nantes: 2 av Jean-Claude Bonduelle - 44000 Nantes - T: +33 (0)2 40 12 92 53

Lille: 33 Avenue Le Corbusier - BP 597 - 59023 Lille Cedex - T: +33 (0) 3 28 05 09 03

Lyon: 10 rue du Bât d'Argent - 69001 Lyon - T: +33 (0)4 72 40 48 49

Paris: 7 rue Saint-Georges - 75009 Paris - T: + 33 (0)1 53 48 74 23

Strasbourg: 31 rue Jean Wenger Valentin - 67000 Strasbourg - T: +33 (0)3 88 37 73 46

Toulouse: 20 rue des Arts - 31000 Toulouse - T: +33 (0)5 34 47 46 80