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## CIC Conseil is advising the founding shareholders of the specialist banner Bioazur on the sale of their group to So.bio, a subsidiary of Carrefour

Founded in 1997 by Régis Seisson, Bioazur is a network of five stores specializing in the sale of organic products in south-western France (Albi, Castres, Rodez, Gaillac and Revel). The company achieved a turnover of approximately 14 million € and employs 80 people.

This purchase is in line with Carrefour's plan to bolster its specialist organic business that began in 2019 with its acquisition of So.bio.

The So.bio network is now present at 22 sales outlets, up from eight when it was first acquired. This figure should increase to 30 by the end of 2020.

*“Carrefour will be able to take advantage of the way in which So.bio and Bioazur complement each other in terms of geographic location and expertise so as to achieve its strategic aim of becoming a major, acknowledged specialist organic retailer”* said Benoit Soury, Carrefour's Organic Market Director.

*“So.bio's takeover of Bioazur's stores will ensure that the work in which the company's employees and managers have been engaged for many years can continue, creating a number of synergies”*, according to Régis Seisson, Bioazur's founder and manager.

The acquisition will happen over the next few weeks.

CIC Conseil is acting as exclusive financial advisor for Bioazur's shareholder.

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**Participants in the transaction****Vendor:**

**Financial advisory:** CIC Conseil (Laurent Hyver, Romain Mercier, Marin de Coincy)  
**Legal advisory:** Aloy Avocats (Tiphaine Brissez), OCG Avocats (Olivia Clottes-Germain)  
**Social audit:** Ellipse Avocats (Arnaud Pilloix, Maxime Leblanc)

**Buyer:**

**Carrefour:** Benoit Camps, Guillaume Le Guen, Amaury de Kerpoisson, Martin Duvernoy  
**Legal Advisory:** Clifford Chance (Adeline Nayagom, Marianne Pezant)  
**Financial Due Diligence:** CC-DB (Gaëlle Marque, Jérôme Lassalle)

**About CIC Conseil**

CIC Conseil is Crédit Mutuel Alliance Fédérale's dedicated M&A subsidiary. Its team of expert professionals, located across France, advises corporations, their managers and their shareholders on French and cross-border transactions. Its capabilities cover the entire spectrum of potential corporate finance needs (disposals to industrial investors, leveraged buy-outs, acquisitions, spin-offs, mergers and fundraising).

CIC Conseil has developed a regional offer in partnership with CIC Banque Privée, combining CIC Conseil's M&A expertise and the Private Bank's proximity, for its small cap client base. This offer is dedicated to managers of small cap family businesses wishing to convert their professional assets into private assets through the sale of their company.

CIC Conseil has 7 regional offices: Paris, Lyon, Strasbourg, Bordeaux, Toulouse, Nantes, and Lille.

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