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## CM-CIC Conseil assists in the sale of the Blanchon Group, to Abénex

Founded in 1832, the Blanchon Group is a European leader in wood-care products, offering a full range of paints and varnishes to the professional and DIY markets. This transaction has allowed the founder's many heirs to sell their shares. The entire management team, led by Louis-Philippe Reynaud, will continue to ensure the group's development, working alongside Abénex, the majority investor in the transaction.

The Blanchon Group is active in the professional market, through the Blanchon brand, and in the DIY market through its Syntilor brand. These two brands have set the standards in their respective markets for many years. With a focus on innovation and R&D, the Blanchon Group has developed 7,000 product references, manufactured at its 5 production sites. It also produces varnishes for PVC flooring, which it sells to world-leading floor covering manufacturers. Active in many countries in Europe and beyond thanks to the reputation of its brand and the quality of its products, the group generates nearly 30% of revenue from outside France.

Ever since its creation the Blanchon Group has stood out for its major innovations, with their focus on respect for the environment and significant technological advances in varnishes for floor coverings. In recent years the group has invested in the optimisation of its production facilities and logistics in order to serve its growth ambitions.

Louis-Philippe Reynaud, Chairman of the Blanchon Group, commented: "We share many human values with Abénex. Their desire to expand the group in France and internationally proved very attractive to our staff teams who are fully behind the project. Abénex will help us consolidate the upward trends at the company by giving it new resources to back its development."

"The shareholders were determined to find a partner able to promote the brand's international development and support the values on which the success of the company has been built," added Christophe Kamel, Director at CM-CIC Conseil.

CM-CIC Conseil acted as the exclusive financial advisor to the shareholders.

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**Sellers' advisors:**

Financial advisor: CM-CIC Conseil (Christophe Kamel, Antoine Cucciaioni, Samuel Avetissian)  
Legal advisor: Cabinet Ratheaux (Henri Saint-Père, Valérie Ciancia)

**Buyer:**

Abénex: Jérôme Vandermarcq, Mathieu Mauhourat, Edouard Jeandey

**Buyer's advisors:**

Legal advisor: Lamartine (Cédric Sapède, Jérôme Peyraud)  
Financial advisor: Edmond de Rothschild (Nicolas Durieux)  
Financial due diligence: Deloitte (Eric Boucharlat, Youness El Ghalib)  
Strategic due diligence: Indéfi (Julien Berger, Mehdi Belefqih)  
Environmental due diligence: TAUW (Alice Bouvier)

**Financing:** BNPP (Hervé Desbief), CIC (Caroline Castets), Société Générale (Peggy Lafontaine), LCL (Fabienne Martini), Crédit Agricole Centre Est (Claire Demengeot)

**Financial advice:**

**Legal advice:** Hogan Lovells (Sabine Bironneau)

#### **About CM-CIC Conseil**

CM-CIC Conseil is Groupe Crédit Mutuel Alliance Fédérale's subsidiary specialising in mergers and acquisitions. Its renowned team of professionals, present throughout France, advises companies, managers and shareholders with French and cross-border transactions. Its range of services covers all aspects of equity financing, such as corporate buyouts, LBO/OBO/MBO transactions, acquisitions, spin-offs, mergers and fundraising.