

**CM-CIC Transactions PME advised the owner of Chronocarpe on its sale to Notus Technologies and Compagnie d'Anjou**

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On 18<sup>th</sup> January 2017, Chronocarpe, a leading French online retailer of carp fishing equipment, based in Lavelanet in the Ariège region of France, was acquired by Notus Technologies and Compagnie d'Anjou.

Chronocarpe was founded by Ariel Nunez in 2006 and "has become the go-to online source for carp anglers," explains Romain Mercier, the Financial Engineer who run the disposal as part of CM-CIC Transaction PME's team, a special brand of CMCIC Conseil. He added that "its steady growth of more than 10% per year, along with annual revenue of over €7 million, shows the quality of the website and its appeal to carp anglers."

Notus Technologies and Compagnie d'Anjou have acquired Chronocarpe with the aim of turning it into France's leading online angling retailer, supported by a community of anglers that is making increasing use of digital tools and becoming younger, before expanding operations outside France. The company's head office and all of its activities will remain in Lavelanet.

The existing management team, which Ariel Nunez has trained over 10 years, will remain in place: "I am fully confident that the team will be able to continue the good work it has been done so far."

Geoffroy Roux de Bézieux said that "Notus Technologies and Compagnie d'Anjou have already worked together to acquire Chullanka, a leading player in the French outdoors market, and plan to develop synergies between Chullanka and Chronocarpe in order to build a group focused on outdoor leisure activities."

CM-CIC Transactions PME acted as sole advisor to Chronocarpe's owner.

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#### **Vendor:**

M&A advisors: CM-CIC Transactions PME (Franck Monnot; Romain Mercier - CIC Sud-Ouest)

Legal advisors: Cabinet Penouilh Hiriart Giancesini (Chantal Hiriart)

#### **Buyer:**

Notus Technologies: (Frédéric Walter; Geoffroy Roux de Bézieux)

Compagnie d'Anjou: (François Diéval; Olivier Dousset)

Legal and tax advisors: Bichot & Associés (Louis Laffoucrière; Mathieu Odet)

Acquisition debt: Crédit Agricole Aquitaine (Fabienne Rouzaud)

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#### **About CM-CIC Transactions PME**

CM-CIC Transactions PME, a special brand of CM-CIC Conseil, has been developed in partnership with CIC Banque Privée, providing small-cap clients with M&A expertise combined with the individual support of a private bank.

CM-CIC Transactions PME focuses on working with managers of small-cap family-owned businesses who want to turn their business assets into private wealth by selling their companies.

CM-CIC Transactions PME was launched in early 2015 and has seven offices in Bordeaux and Montpellier (CIC Sud-Ouest), Lyon and Nice (CIC Sud-Est), Nantes (CIC Ouest), Paris (CIC) and Strasbourg (CIC Est).