

CM-CIC Conseil advises Groupe Popy on its acquisition of Groupe Amand-Bianic

On 6 June 2017, pork products manufacturer Groupe Popy acquired Groupe Amand-Bianic, strengthening its position as the world leader in the andouillette market. With nine brands (Popy, Bernaudeau, La Champenoise, Chedeville, Duval, Amand Terroir, Amand Traiteur, Rivalain and Paul Danjou), the new group now offers the market's broadest product range.

The two companies are an ideal fit.

Amand-Bianic, based in Western France, complements Popy, which is more focused on Eastern France. Amand-Bianic's foodservice, wholesale and mass retail customers are an excellent addition to Popy's distribution channels. Furthermore, Amand-Bianic's brands and quality accreditations in Normandy and Brittany (andouille de Vire, andouille de Guéméné, andouillette 5A Amand, andouillette 5A Paul Danjou, Royale de Rivalain, andouillette Label Rouge, organic seafood terrines, IFS accreditations) further enhance the Popy group's already strong portfolio (andouillette de Troyes, andouillette 5A Champenoise, andouillette 5A Duval, andouillette de Troyes MOF, andouillette de Lyon, IFS accreditations).

Popy is owned and managed by Laurent Jolivet, and since its creation in 2000 has specialised in supplying andouillette and other pork products to professional customers (wholesalers, cash and carry stores, foodservice customers and hotels). It has four sites (in Saint-Quentin-Fallavier, Montreuil Bellay, Jully-sur-Sarce and Courcouronnes) and employs 180 people.

Amand-Bianic was founded in 2006 through a combination of its eponymous owners' companies, and specialises in regional products (andouille, andouillette and other pork products) and seafood-based products (terrines, salads and stuffed fish). It has three sites (in Vire, Morlaix and Beignon) and employs 188 people.

The acquisition was financed by Bpifrance, CIC Ouest, Banque Populaire Alsace Lorraine Champagne and Arkéa Banque.

CM-CIC Conseil was the sole financial advisor to Groupe Popy in this transaction.

Advisors to the buyer:

Financial advisor: CM-CIC Conseil (César Darcy, Julien Chaudanson)

Legal advisor: Granrut Avocats (Bertrand Pébrier, Glenn Le Louarn)

Advisors to the seller:

Financial advisor: Adviso Partners (Guillaume Capelle, Florent Obry, Guillaume Baccam)

Legal advisor: Fidal (Paul Fretigne, Laure Legendre)

About CM-CIC Conseil

CM-CIC Conseil is Groupe Crédit Mutuel-CM11's subsidiary specialising in mergers and acquisitions. It consists of a renowned team of professionals based in Paris, Lyon and Nantes, and helps 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.

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