

**CM-CIC Transactions PME advises
Helios Web shareholders to join forces with Extensiel.**

For more information

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Founded in 2013 and based in Toulouse, Hélios Web designs and sells own-branded mattresses and bedding items.

With its unique offering, combining the agility of digital technology and the extensive range of traditional operators, Helios Web sells its products through its website www.hypnia.fr and also via marketplaces and private selling sites, generating revenues of around €9 million.

Extensiel is the holding company that owns Willefert, a family business founded in 1925 and based in Provenç, which over the years has become a well-known name in the manufacture and wholesale of quilted bedding products (duvets, pillows, cushions, bolsters, ready bed sets, fleece blankets and bedding protectors).

Willefert, which has a production plant and logistics facility in the northern region of France that allows it to combine production capacity and flexibility, wishes to diversify its product range while continuing to digitise its services.

Fabrice Guillaud-Bataille, Financial Engineer within the SME Transactions team at CM-CIC Conseil, comments: *"Thanks to the e-commerce expertise of its founder-directors, Helios Web has managed to achieve steady growth in a competitive environment."*

"The forthcoming collaboration with Extensiel will give Helios Web a real opportunity for growth given the strategic fit between the two companies. What is more, we share core values with the teams at Willefert that will help to ensure the success of this project," states Jérémy Dols, seller of Helios Web.

François Lepain, Chairman of Extensiel, adds: *"Over the years, Willefert has managed to reinvent itself through shifts in strategy. The arrival of teams from Hélios Web will enable us to continue to innovate and create in order to offer consumers products that are even more suited to their expectations."*

CM-CIC Transactions PME acted as exclusive advisor to Helios Web's shareholders.

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About CM-CIC Transactions PME

CM-CIC Conseil has developed CM-CIC Transactions PME in partnership with Banque Privée to provide 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 founded in early 2015 and now has eight offices in Bordeaux and Montpellier (CIC Sud-Ouest), Lille (CIC Nord), Lyon and Nice (CIC Sud-Est), Nantes (CIC Ouest), Strasbourg (CIC Est) and Paris (CIC). The work done by its M&A specialists is partly in support of CM-CIC's private banking and retail banking operations.

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