



Paris, 19 October 2005

ACTIVA CAPITAL RECAPITALISES MONT BLANC IN ORDER TO:

1. FUND ACQUISITION OF GLORIA CONCENTRATED MILK BRAND FROM NESTLE

2. PURCHASE REMAINING 19% STAKE IN MONT BLANC HELD BY NESTLE

Mont Blanc, France's leading non-refrigerated cream dessert brand has purchased the Gloria brand of concentrated milk from Nestlé.

Mont Blanc was itself originally spun-off from Nestlé in July 2003 as an MBI organised by Activa Capital, whereby Nestlé maintained a 19% stake in the buyout to ensure a smooth transition period.

The new management team, lead by CEO Michel Larroche, formerly Managing Director of Heinz France, has successfully put Mont Blanc (2004 Turnover €69 million) back into growth phase. At end September 2005, volumes have risen by 8% year-on-year and sales by 12% year-on-year.

This strategy has been based on a focussed marketing and advertising strategy as well as new product launches such as "P'tit Mont Blanc", aimed at the fast growing snacking market in France, as well as winning new contracts to manufacture milk-based products for export markets.

The acquisition of Gloria, in the form of a 20-year license for Europe (ex-Spain and Greece), adds another strong brand to the Mont Blanc group. Gloria was already manufactured by Mont Blanc on behalf of Nestlé.

As part of the transaction with Nestlé, Activa Capital and the management team has purchased Nestlé's remaining 19% stake in Mont Blanc.

Debt financing was provided by IKB, lead bank in the original Mont Blanc buyout.

Contact :

Charles Diehl
Partner, Activa Capital
Tél : 01 43 12 50 12
Fax : 01 43 12 50 13
E-Mail :
charles.diehl@activacapital.com

Michel Larroche
Président, Mont Blanc
Tél : 01 53 42 33 44
Fax : 01 43 87 05 85
E-Mail :
Michel.Larroche@montblanc.tm.fr

Activa Capital is a Paris-based independent private equity firm specialised in French mid-market management buyout and growth capital transactions.