

Paris and Courthézon, 12 March 2020

## Press release

### **8<sup>TH</sup> BUILD-UP FOR ALLIANCE ETIQUETTES WITH 5 SEPT ETIQUETTE**

**Alliance Etiquettes, French leader in label printing for the wine & spirits industry, continues its consolidation strategy and announces the acquisition of 5 Sept Etiquette, a true model of innovation in the adhesive label printing industry. With this new acquisition, Alliance Etiquettes reinforces its leading position in its market in France.**

Taken over in 1995 by its current manager Patrick Wack, 5 Sept Etiquette, based in Courthézon (Southeast France), addresses a diversified customer base in the agri-food, wine & spirits and cosmetics label markets. The key differentiating factors of the company are an industrial tool at the cutting edge of technology (automatized, connected and efficient machinery park) and an innovative digital offer (web-to-print) enabling to automatize and standardize orders with ever shorter printing delays.

Alliance Etiquettes thus completes its 8th external growth operation since 2015, bringing its turnover beyond €65m. The group also continues to identify and screen potential external growths, both in France and abroad, particularly in Italy and Spain.

**Olivier Lulan, President of Alliance Etiquettes, stated:** « *5 Sept Etiquette is a company with a unique know-how and a strong strategic interest for the Alliance Etiquettes group. Sector diversification, complementary production techniques and strengthened geographical coverage are all assets that will enable us to bring ever greater value and satisfaction to our respective customers. We are delighted and proud to welcome the 5 Sept Etiquette teams in the Alliance Etiquettes group* ».

**Alexandre Masson and Christophe Parier, Managing Partners of Activa Capital, added:** “*We have been very impressed by the quality and differentiating value proposition of the company in relation to the dynamics of the label printing market towards Industry 4.0. 5 Sept Etiquette is perfectly in line with our consolidation platform and demonstrates once again the ability of Alliance Etiquettes to federate the best label printing professionals around its project*”.

#### **Participants**

##### Buyers

Alliance Etiquettes: Olivier Lulan, Anthony Gleize, Erik de Woillemont

Activa Capital: Alexandre Masson, Christophe Parier, David Quatrepoint, Camille Emin

Financial Due Diligence (8 Advisory): Bertrand Perrette, Basile Cicuto, Florian Jarnoux

Strategic Due Diligence (Indefi): Julien Berger, Nicolas Lamour

Legal, Tax and Social Due Diligence / Legal Advisor (Altair Avocats): Sébastien Péronne, Vincent Gorse

Sellers

5 Sept Etiquette: Patrick Wack

M&A (Crédit du Nord Corporate Finance): Raphaël Aubry-Marais, Corentin Grandin, Alexandre Quevat

Legal Advisor (Lexcap): Christophe Brachet

Vendor Due Diligence (BDO): Sébastien Haas, Guillaume Buscaglia

**About Alliance Etiquettes**

*Alliance Etiquettes is a French company specialized in the design and production of premium labels for the wine, spirits, agri-food and cosmetic market. Managed by Olivier Laulan, the group generates a turnover of more than €65m in France and overseas. For further information, please visit our website [www.allianceetiquettes.com](http://www.allianceetiquettes.com)*

**About Activa Capital**

*Activa Capital is an independent private equity firm, owned by its partners, characterized by a proactive build-up strategy. It currently manages more than €300 million on behalf of institutional investors by investing in French SMEs and ETIs with high growth potential and an enterprise value of between €20 and €100 million. Activa Capital assists them to accelerate their development and international presence. To find out more about Activa Capital, visit [www.activacapital.com](http://www.activacapital.com)*

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