

Paris and Nontron, 3 February 2021

Press Release

9TH BUILD-UP FOR ALLIANCE ÉTIQUETTES WITH THE ACQUISITION OF ETIQ'ETAINS

Alliance Étiquettes, the French leader in label printing for the wine & spirits industry, continues its consolidation strategy and announces the acquisition of Etiq'Etains. With this new build-up, Alliance Étiquettes reinforces its leading position in the pewter label printing market in France.

Created in 1998 and based in Nontron (Southwestern France), Etiq'Etains addresses a diversified clientele in the wine & spirits, food and cosmetics label markets.

Alliance Étiquettes thus completes its 9th external growth operation since 2015, bringing its turnover to over €70m. The group also continues to identify and screen new potential build-ups, both in France and abroad, particularly in Italy and Spain.

Olivier Lulan, President of Alliance Étiquettes, stated: *« Etiq'Etains is of great strategic interest to the Alliance Étiquettes group. The strengthening of our positions in pewter, the integration of new customer accounts in the wine, spirits and food-processing segments and the complementarities of production techniques are all assets that will enable us to bring ever greater value and satisfaction to our customers. We are delighted and proud to welcome the Etiq'Etains team to the Alliance Étiquettes group. »*

Alexandre Masson et Christophe Parier, Managing Partners of Activa Capital, added: *« In line with the plan and ambition of the Alliance Étiquettes project when it was created and in line with previous acquisitions, Etiq'Etains is a further step in the project to consolidate the label publishing and printing sector in France. The company is perfectly in line with our consolidation platform and once again demonstrates Alliance Étiquettes' ability to unite the best label printing professionals around its project.»*

Participants

Buyers

Alliance Etiquettes: Olivier Laulan, Erik de Woillemont

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

Financial Due Diligence: 8 Advisory (Bertrand Perrette, Jean-Baptiste Blanco)

Tax and Legal Due Diligence / Legal Advisor: Altaïr Avocats (Sébastien Péronne, Jeanne Mucchielli)

Social Due Diligence: Ellipse Avocats (Arnaud Pilloix)

Sellers

Etiq'Etains: Jacques-Hervé et Olivier Vandenbosch

Legal Advisor: Fimeco (Christophe Alberola, Anaïs Jaumard)

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 €70m in France and overseas. For further information, please visit our website 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

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