

Paris, 23 March 2021

Press Release

ACTIVA CAPITAL SIGNS THE SALE OF ACTIVE ASSURANCES GROUPE TO MEILLEURTAUX

Active Assurances Groupe, a native digital broker of car and health insurance products, joins the Meilleurtaux group after three years of strong growth alongside Activa Capital.

Founded in 2011 by Thomas Riottot, Denis Salmoiraghi and Didier Naccache, Active Assurances has enjoyed uninterrupted growth since its launch. The company has quickly established itself as the leading independent online car insurance broker. With management centres in France and Madagascar, the Active Assurances group is set to generate 120,000 new policies during the 2020/2021 financial year (ending in June) and double its turnover.

The acquisition of Active Assurances will enable Meilleurtaux to support its customers across the entire value chain, from comparison to the sale and management of car and health insurance policies. The final completion of the transaction is expected in the coming weeks.

This new operation, scheduled for the end of April 2021, comes only three years after Activa Capital and Bpifrance joined the Group. During this period, Active Assurances has developed a wholesale division, completed the transforming acquisition of AFI Assurances created by Frédéric Bacmann, enabling it to duplicate its health insurance model, and acquired a portfolio of complementary health policies.

Alexandre Masson and Christophe Parier, Managing Partners of Activa Capital, said: *"Since we took a stake in the capital with Bpifrance in May 2018, Active Assurances has experienced exceptional growth under the impetus of its managers. After two acquisitions, including a structural one in the health sector, the Group has achieved its initial 5 year roadmap in less than 3 years. We are very proud and happy to have supported the Group in this strong growth. This transaction demonstrates once again the relevance of Activa Capital's positioning since 2015, focused on supporting founding entrepreneurs in transforming primary LBO transactions."*

Thomas Riottot, Chairman of Active Assurances Groupe, added: *"We were immediately attracted to the DNA of the Meilleurtaux Group because of its strong presence on the web, its brand awareness and its know-how in digital acquisition and digital paths. After three years of structuring our operations and strong growth in all our businesses alongside Activa Capital, joining Meilleurtaux is a new development opportunity for Active Assurances."*

Participants

Buyers

Silverlake: Christian Lucas

Meilleurtaux: Guillaume Autier

Vendors

Active Assurances: Thomas Riottot, Didier Naccache, Denis Salmoiraghi, Frédéric Bacmann, Nolwenn oreal

Activa Capital: Alexandre Masson, Christophe Parier, David Quatrepoint, Timothée Héron

Bpifrance: Ménelé Chesnot, Adonis Arnaud

Management Advisors

Investor advisors / financing

Lawyer: **Degroux Brugere**

Financial Due Diligence: **Deloitte**

Vendors Advisors

Corporate Lawyer: **White & Case** (Marc Petitier, Maud Fillon)

Management Tax Lawyer: **Arsene Taxand** (Franck Chaminade)

M&A : **Cambon Partners** (Guillaume Eymar, Vincent Ruffat, Côme Mullie)

Financial, legal, tax and social Due Diligence: **Deloitte** (Vincent Rapiau, Christophe Mazaud)

Strategic Due Diligence: **Roland Berger** (Jean-Michel Cagin, Christophe Angoulvant, Ronan de Bellecombe)

About Active Assurances

Active Assurances is an insurance broker specialised in the on-line sale of automotive insurance policies. Based in Boulogne-Billancourt, in autonomous partnership with leading insurance companies, Active Assurances develops, distributes, and manages automotive insurance policies. For further information, visit activeassurances.fr

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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