



PRESS RELEASE

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Jean-François Briand joins Activa Capital

Jean-François Briand joins Activa Capital as Director of Operations.

Jean-François Briand, 35, worked for 7 years at Brake France, a catering and foodservice supplier, where he was successively Director of Strategy, Managing Director for the West Region and Operations Director for the last 4 years. Previously, he worked for 6 years with the Boston Consulting Group in Paris as a senior consultant and project leader. Jean-François Briand is a graduate of ESSEC.

Charles Diehl, Partner of Activa Capital, said: *“The Activa Capital team continues to grow. Jean-François will actively contribute to the strategic and operational development of our portfolio companies. He will also have an important role to play in managing organisational changes especially with build-ups. We are very happy to have such an experienced professional joining our team.”*

About Activa Capital

Activa Capital is a leading French mid-market private equity firm. Activa Capital manages over €500 million of funds on behalf of a wide range of institutional investors. Its mission is to partner with ambitious mid-sized French companies, valued at €20-200 million.

The current portfolio of Activa Capital includes investments across consumer goods (Pro Natura), business services (Logitrade, Ergalis), retail and distribution (Sport 2000, Findis), B2B and B2C industrial products (Créal, Abrisud) and private education (Albarelle).

For more details, please visit our website: www.activacapital.com

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