



Press release

Qualium Investissement completes the disposal of its stake in La Foir'Fouille to its Chairman, supported by Crédit Mutuel Equity, Nord Capital Investissement, SLP Sélection & Opportunités, Société Générale Capital Partenaires and Sofilaro.

Paris, 28 July 2021 – Qualium Investissement is announcing the disposal of its stake in La Foir'Fouille to its Chairman, Ivan Rapoport, the company's main executives and a consortium of financial investors, composed of Crédit Mutuel Equity, Nord Capital Investissement, SLP Sélection & Opportunités, Société Générale Capital Partenaires and Sofilaro. This new round of financing allows Ivan Rapoport to strengthen his position in the group's capital by becoming a majority shareholder, while benefiting from the long-term support of his historical partners.

Founded in 1975, La Foir'Fouille is one of the French leaders in the distribution of home equipment products at discount prices. The brand covers 5 product areas - decoration, practical life, home, leisure and seasonal - with more than 35,000 items. The company offers "good deals" to more than 30 million customers. With its 250 stores, operated mainly through franchising, La Foir'Fouille is present throughout France, in metropolitan and overseas territories, as well as in Belgium, Luxembourg and Mauritius, but also online through its merchant site. The group has experienced continuous growth over the past few years, with brand sales rising from €510m (including tax) in 2014 to €720m (including tax) in the last twelve months.

Since its investment, Qualium Investissement has supported La Foir'Fouille in its growth projects, through the acceleration of its store network rollout and renewed product offer. La Foir'Fouille has been able to evolve its customer experience in store to make it even more attractive, while maintaining its discount positioning.

Ivan Rapoport, Chairman of La Foir'Fouille said: *"We are delighted to continue our partnership with Crédit Mutuel Equity, Nord Capital Investissement and SGCP, which have an in-depth understanding of our market and of the group, and to welcome SLP Sélection & Opportunités and Sofilaro. We look forward to implementing the next steps of our development with their financial support. We thank Qualium Investissement for having accompanied us for more than 10 years in the execution of our roadmap."*

Jean Eichenlaub, Chairman of Qualium Investissement, continued: *"La Foir'Fouille has shown exceptional resilience, even in times of health crisis, which proves the robustness of its business model and the strength of its positions. We are very confident in its future growth prospects."*

Boris Podevin, Managing Director of Qualium Investissement, adds: *"We are very pleased to have supported La Foir'Fouille's development, first as a reference shareholder and then, from 2014, as a minority shareholder. The management team has done a remarkable job, having been able to both renew the brand attractiveness for its customers and franchisees, thanks to its continually evolving*

offer, the overhaul of its store concept and its move towards digital, and to increase the group's operational efficiency".

Qualium Investissement : Boris Podevin, Cyprien Choutet, Angèle Martin

About Qualium Investissement

Qualium Investissement, a management company approved by the Autorité des marchés financiers is a long-standing player in private equity in France, currently with €1 billion under management.

Since its creation in 1998, Qualium has invested in some sixty French companies.

Qualium is aiming to provide the management teams of the companies it supports with all the expertise and resources necessary to implement ambitious development plans, particularly internationally and through external growth.

www.qualium-investissement.com

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