

EURAZEO SUPPORTING ALTAÏR'S DEVELOPMENT WITH THE ACQUISITION OF THE BRIOCHIN GROUP

Paris, 16 September 2021

Altair (2020 revenue: €117 million), which operates across Europe and is a leading player in the French market for home care and insect protection products, has completed the acquisition of the Harris Briochin group (€36 million of revenue in 2020). Eurazeo has been supporting the Altair group since February 2021 through its small-mid buyout strategy.

Briochin, founded in 1919, has built a strong brand with a distinctive position in the home care market, based on traditional know-how and products that are made in France and use natural ingredients. In the last 10 years, under the leadership of Philippe Allio, Briochin has become France's leading brand for authentic home-care products in large-scale food retail outlets, with a strong base of loyal customers. Its successful products include kitchen and bathroom cleaning products, particularly those based on "savon noir" (black soap) and baking soda. Briochin products are recognised for their effectiveness and the quality of their formulations based on natural ingredients, many of which are eco-certified.

Altair and Briochin share common values consisting of quality, an artisanal tradition and a commitment to sustainability.

The acquisition of Briochin represents a new milestone in Altair group's development. After this strategic deal, Altair pro forma revenues stand at €150 million, and the group possesses an enhanced portfolio of brands and product categories. In particular, the acquisition strengthens its position in one of the most attractive market segments, authentic, eco-certified home care products.

Led by Etienne Sacilotto, Altair is well positioned to pursue its innovation and development strategy, supported by its strong *Starwax* and *Starwax the Fabulous* brands, its expertise in terms of R&D, production and marketing, its presence in several European countries and the support of its major shareholder Eurazeo.

Etienne Sacilotto, chairman of the Altair group, said:

"Briochin's teams are driven by a great drive for innovation and development, as shown by the brand's spectacular success over the last 10 years. They are now joining Altair, which is excellent news. The combination will strengthen our portfolio of products and brands, particularly in authentic, eco-certified home care products, which is one of the most attractive segments of the market. We are proud to have the opportunity to continue Briochin's success by leveraging Altair's expertise, resources and international presence. We are grateful for the support of our shareholder Eurazeo in completing this transformative acquisition."

Benjamin Hara, member of Eurazeo Mid Cap's Executive Board, said:

"This is exactly the sort of project that Eurazeo wants to support. We are proud to be able to help Altaïr create an omnichannel French leader in home care products. Briochin, driven by Philippe Allio's vision, has been able to build a unique position in its market, evidencing the increasing popularity of authentic products. With a portfolio of recognised and distinctive brands and a presence across all distribution channels, Altaïr is perfectly positioned to innovate and grow in tune with consumers' aspiration for authentic, responsible home care products. We are delighted to support Altaïr and Briochin's management teams, led by Etienne Sacilotto, in this combination, which represents a major strategic milestone."

ABOUT ALTAÏR

- Altaïr was founded in 1946 and is France's leading producer of specialist home care products, with products that cover a wide range of applications including specialist home cleaning products, insecticides, laundry and dishwashing products and multi-material repair products. Altaïr operates mainly in France, its original market, but also has a strong presence in Spain and sells its products in more than 50 countries via its own subsidiaries (in Belgium and Poland) and through partnerships with distributors.
- Altaïr's mission is to meet the needs of enthusiasts by providing them with the most effective, innovative and eco-friendly solutions for cleaning, protecting and renovating their homes and making them more attractive places to live, while achieving sustainable and profitable growth for both the company and its customers. The Group is proud of its products, which are made in France and Spain and are known for their effectiveness, innovation, safety and sustainability.
- The Group is based in Wasquehal in Northern France, and employs around 400 people. www.groupe-altair.com/fr

ABOUT THE BRIOCHIN GROUP

- Founded in 1919 by wax merchant Raoult Renaud, Briochin makes home care and hygiene products for all parts of the home and for all the family. Based in Saint-Malo (head office) and Quintin (production), the Group's products are sold in more than 7,500 stores in France and it also has an export business. Briochin is the leading home and personal care brand in traditional hardware stores in France, due to its strong reputation for premium, traditional, common-sense products that are made in France. The Group employs 85 people. It also owns the Harris brand, which leads the French market for fireplace and barbecue products (firelighters and cleaning products) in large-scale food retail outlets.

ABOUT EURAZEO

- Eurazeo is a leading global investment company, with a diversified portfolio of €25.6 billion in assets under management, including €17.8 billion from third parties, invested in over 450 companies. With its considerable private equity, real estate and private debt expertise, Eurazeo accompanies companies of all sizes, supporting their development through the commitment of its 300 professionals and offering in-depth sector expertise, a gateway to global markets, and a responsible and stable foothold for transformational growth. Its solid institutional and family shareholder base, robust financial structure free of structural debt, and flexible investment horizon enable Eurazeo to support its companies over the long term.

Eurazeo has offices in Paris, New York, Sao Paulo, Seoul, Shanghai, Singapore, London, Luxembourg, Frankfurt, Berlin and Madrid.

- Eurazeo's small-mid buyout strategy is managed by Eurazeo Mid Cap.
- Eurazeo is listed on Euronext Paris.
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