



SOCIETEX CORPORATE FINANCE advises the disposal of the OCEDIS Group to its manager and the PEGs CAPITAL TRANSMISSION, A PLUS FINANCE and SOMUDIMEC



June 2017: Largest shareholder for 8 years of the OCEDIS pool water treatment Group alongside JFC Industrie, the ORIUM investment fund sells its shares. The current manager Claude HARDY becomes the main shareholder, alongside CAPITAL TRANSMISSION and two co-investors, A PLUS FINANCE and SOMUDIMEC.

Created in 2003 by Claude HARDY, the OCEDIS Group has established itself in fifteen years as a major French player for the treatment of swimming pool water and swimming pool equipment.

With a team of 60 employees and a turnover of more than €25m, OCEDIS operates in France, Europe and Africa. The Group's strengths lie in its technical and commercial expertise, its high-quality products, its differentiating value proposition (personalized labeling of treatment products, laboratory analysis ...) and constant innovation (AQUATOONS prefabricated playgrounds ...).

The investment funds ORIUM and JFC Industrie entered the capital of OCEDIS in 2008. Together they contributed to the Group's external growth strategy and international expansion by opening two subsidiaries in Morocco and Senegal, as well as modernizing its production system with the introduction of a CAPM. Guy VAN DER MENSBRUGGHE, President of ORIUM, is delighted to have been able to support the Group in these key stages and to realize today this transmission, combining sustainability and a new phase of development.

The acquisition of a minority stake by CAPITAL TRANSMISSION (investment company of Banque Cantonale de Genève), alongside A PLUS FINANCE and SOMUDIMEC, pleases Claude HARDY: "This is a new stage for the Group OCEDIS and the alliance of its management with new investment funds provides a solid basis for the future development of the Group, both in France and in export markets, particularly in fast-growing African markets. "

Frédéric TIXIER, Investment Director, said that OCEDIS fits perfectly into the investment strategy of CAPITAL TRANSMISSION, with a strong positioning and a recognized know-how. The management team, organized around Claude HARDY, is of high quality, which is one of the key investment criteria.

SOCIETEX CF initiated the contacts and advised the sellers in the negotiations with the new shareholders.



PARTICIPANTS

Sellers: ORIUM (Guy VAN DER MENSBRUGGHE, Maud LEHMAN), JFC INDUSTRIE (Jean-François CHÊNE)

Corporate: SOCIETEX CF (Thomas BEAURAIN, Bénédicte CIOTTI, François GERMAIN)

Legal: DLA PIPER (Jérémy SCEMAMA, Julien BOUBAL)

Buyers: CAPITAL TRANSMISSION (Virginie FAUVEAU – Managing Director, Frédéric TIXIER – Investment Director)

Co-investors: A PLUS FINANCE (Romain BLED, Mia LAURANTI), SOMUDIMEC (David JOMAIN)

Legal buyers and juridical audits: LAMY LEXEL (Alexandre BIDEAU, Julie THOMAS, Typhanie LE GALL), Pierre-Adrien VIBERT

Financial audits : ADVANCE CAPITAL (Arnaud VERGNOLE, Corentin THEVENON, Jean-Charles ROUSSEAU)

Financing: CREDIT AGRICOLE CENTRE EST as the arranger (Véronique RODIER, Olivier PICHOT, Anne-Claire DUBANT-GROBOST), BANQUE POPULAIRE AUVERGNE RHONE-ALPES (Gilles GRANGE, Anne-Christine DA SILVA), CIC LYONNAISE DE BANQUE (Sylvain BERGER), CAISSE D'EPARGNE RHONE- ALPES (Karine MICHON), BANQUE PALATINE (Sébastien BEROUD, Anne-Marie BALDAN), CREDIT COOPERATIF (Bernard VEUILLET)

ABOUT SOCIETEX CORPORATE FINANCE

Created in 1952, Societex CF is specialized in Corporate Finance advisory and delivers tailored services for family-owned SMEs of the Small and Mid-market, as well as non-core divestments of larger groups. Its multidisciplinary team of 4 partners and some 12 professionals enables Societex CF to fulfil most of the sectorial issues of its clients.

Its areas of intervention, in France or abroad, primarily cover:

- The M&A advisory, as well as the financial engineering that goes along,
- The Financing of acquisitions through equity and debt,
- The international support,
- The business valuation (equity, social shares, material goods, brand, patents...) in the context of a sale, a negotiation, an independent expertise...

The values of most of the advised operations are ranging between €5 and 50 million. Societex CF advised nearly 200 transactions during the last 10 years, and also completed around 100 corporate and brand valuations throughout its SVA entity.

SOCIETEX is the co-founder of the IMAP network in Europe and the exclusive representative in France. IMAP ranks 7th in the world (2013 – 2015) based on the number of completed transactions in the segment up to USD 200 million – USD 9,6 billion of transaction value in 2015 (source Thomson Reuters – January 2016).

Contact SOCIETEX CORPORATE FINANCE

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IMAP



ABOUT ORIUM

Founded in 1996, ORIUM is a private equity firm, wholly owned by its partners and recently approved by the AMF. The company raised a FCPR from a limited number of institutional investors, family offices and private fortunes who share their investment philosophy and their desire to take part in the development of French small- and mid-market companies.

Contact ORIUM

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ABOUT CAPITAL TRANSMISSION

CAPITAL TRANSMISSION is an investment company founded in 2008, located in Geneva (Switzerland), the objective of which is to financially assist companies and entrepreneurs by providing equity and quasi-equity with investments ranging from CHF 0.5m to CHF 15m.

The mission of CAPITAL TRANSMISSION is therefore to create lasting added value, using a balanced risk approach. The company invests in profitable mature companies in Switzerland and France.

As a member of the BCGE group, CAPITAL TRANSMISSION benefits from the solid expertise of a renowned institution.

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