



SOCIETEX CORPORATE FINANCE advised the disposal of the transportation “Pégliion Group” to KEOLIS



January 2018: KEOLIS, a world leader in public transport operations, acquires “Pégliion Group”.

Created 70 years ago, the family owned group “Pégliion” offers public transport services in the southeast of France (Nice area) through three subsidiaries: TRAM, PHOCEENS CARS, and SANTA AZUR. The group also owns PHOCEENS VOYAGE, a travel agency network, specialized in travel organization especially through bus transport.

With a turnover of €15M and a 150-vehicle fleet, the passenger transport activity employs more than 150 persons. The travel agency network generates an additional €15M turnover.

The acquisition of the public transport business from “Pégliion Group” will enable KEOLIS to strengthen its local position, in the French “Alpes-Maritimes” department.

Alongside this transaction, PHOCEENS VOYAGE has been sold to its managers-shareholders through an OBO.

SOCIETEX CF initiated the contacts and advised the sellers in the negotiations with KEOLIS Group.

PARTICIPANTS

Seller Advisors: SOCIETEX CF (Bernard MAUSSION, Bénédicte CIOTTI)

Seller Lawyer: LAMARTINE (Stéphane RODRIGUEZ, Ugo AUDOUARD)

Buyer Lawyer (KEOLIS): CMS FRANCIS LEFEBVRE AVOCATS (Benoit GOMEL, Adeline BENOIT)

Buyer Lawyer (Famille Meynard): ALISTER (Bernard POMMIER)



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 5 partners and 14 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 EUR 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.

Contact SOCIETEX CORPORATE FINANCE

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