



## New shareholders for PODOWELL (FARGEOT & Cie)

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**July 2016: PODOWELL (Fargeot & Cie) disposal to Alexandre et Charles BATAILLE with the support of SOFIMAC PARTNERS Investment Funds.**

Founded in 1930, FARGEOT & Cie is an historic actor in the comfort shoe industry. In 2012, the company entered the orthopedic footwear market by launching the brand PODOWELL, which will quickly become iconic on the sector. Since this day, the company maintain a high growth level (>15%).

Specialized in the orthopedic footwear industry, creates, develops and manufactures foot comfort shoes for diabetic patients and other plantar pathologies. Its products are distributed through a large network of 2,800 pharmacies in France and abroad (35 countries).

The shareholders, Thierry CIVETTA and Michel FARGEOT, who had led the company for more than 25 years, sold 100% of the capital to two individual managers: Alexandre and Charles BATAILLE with the support of SOFIMAC investment fund.

Alexandre BATAILLE graduated from ESCP-Europe (2004) with an international program Paris-Oxford-Berlin. He is the founder of MonAlbumPhoto SAS, a company specialized in online selling of books and pictures which is now owned by M6 group.

Charles BATAILLE is an engineer from Arts et métiers with a master degree in systems (Cardiff University). For the past 10 years, he has been working for PSA Peugeot Citroën as after sale product manager, director and then general manager of ATPC subsidiary (Assistance Technique Peugeot Citroën) in Nantes.

Alexandre et Charles are also board members of POCLAIN family Group. The two managers will benefit from both the recognition and the industry expertise of the group, to develop FARGEOT & CIE company.



## ADVISORS

**Advisors of the Seller:** M&A - SOCIETEX Corporate Finance (Thomas BEAURAIN, Elise THIBAUT-GONDRÉ); Legal - DGA (Gilles DE BOISSÉSON)

**Advisor of the Buyer:** M&A – ENTREPRENEURS & FINANCE (Matthieu CASSONE, Rémi SAINT LANNES, William BONY); Legal – CWE (Emmanuel WIPLIER); Audit – BECOUZE (Etienne DUBAIL)

**Investors :** SOFIMAC PARTNERS (Yan TRICHARD); Legal – LLCM Avocats (Ambroise de LAMAZE)

**Banks :** Banque Populaire Atlantique Syndication (Benjamin HENRI-ROUSSEAU), LCL (Ivan PIQUERAS, Christophe PERIGOIS)

## 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 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.

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).

# IMAP

## Contact SOCIETEX CORPORATE FINANCE

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