EDMOND DE ROTHSCHILD CORPORATE FINANCE ADVISES BPIFRANCE, TURENNE GROUPE, M CAPITAL AND THE MANAGEMENT (GAËTAN LE JARIEL AND AURORE DE LACOMBE) OF LA BOÎTE AUX ENFANTS IN THE LAUNCH OF EXCLUSIVE NEGOTIATIONS WITH THE M6 GROUP

Edmond de Rothschild Corporate Finance advises the shareholders and management of La Boîte aux Enfants on its sale to the M6 Group

Founded in 2009, La Boîte Aux Enfants specialises in the management of indoor leisure parks offering fun activities for children from 1 to 12 years old, through adventure courses, sports activities and entertainment.

Turenne Groupe and M Capital, shareholders in the company since 2014, were joined in 2021 by Bpifrance via its France Investissement Tourisme 2 fund, in order to accelerate external growth. The company, a leader in its market, now consists of 25 parks in France, welcomes more than 2 million visitors per year and generates revenue of €18 million.

Having proven the resilience of its model during the health crisis, La Boîte Aux Enfants thus confirmed its leading position by becoming the main consolidation platform in the sector.

After years of support from its long-standing investors, M6 is now acquiring the LBAE Group in order to pursue its investment strategy geared to families, around Gulli, France's leading youth channel.

After finalisation of the documentation, the transaction is expected to be closed in early July 2024.

Gaëtan Le Jariel, Chairman of La Boîte Aux Enfants commented: *"During these 15 years of a very rich entrepreneurial adventure, we have had the pleasure of offering wonderful moments of joy to millions of children.*
This was made possible thanks to the exceptional teams, who I would like to congratulate, because it is their day-to-day work that makes the company so valuable!

I am very pleased with this sale to M6: it makes a lot of sense and will be positive for the group's continued development, which we will be happy to support."

Ronan Frefield, Investment Director and Augustin Chappelon, Senior Investment Manager at Bpifrance, commented: *"The business plan presented when we joined was implemented in record time by Gaëtan Le Jariel and his team. Bpifrance, through its France Investissement Tourisme 2 fund, contributed fully to this success, not only by becoming a shareholder but also through the Tourisme & Loisirs accelerator in which La Boîte aux Enfants was a participant. The acquisition by the M6 Group rewards the remarkable work of the management and thus allows the strong development of the Gulli Parcs to continue."*

Mathilde Serres, Investment Director for Turenne Groupe, commented: *"This sale is the result of a collective strategy that led to an expansion of the park network, with the acquisition of 12 parks over the past 24 months. The acquisition by the M6 Group, on behalf of its subsidiary Gulli, France's leading youth channel, demonstrates the growth potential of La Boîte Aux Enfants with its target."*

By supporting the shareholders of La Boîte aux Enfants, Edmond de Rothschild Corporate Finance confirms its expertise in the leisure sector and more specifically in leisure parks.

PARTIES TO THE TRANSACTION
EDMOND DE ROTHSCHILD CF: Jonathan Jacquin, Sébastien Brasy, Valentin Gillot

ABOUT THE EDMOND DE ROTHSCHILD GROUP
As a conviction-driven investment house founded upon the belief that wealth should be used to build the world of tomorrow, Edmond de Rothschild specialises in Private Banking and Asset Management and serves an international clientele of families, entrepreneurs and institutional investors. The group is also active in Corporate Finance, Private Equity, Real Estate and Fund Services.
With a resolutely family-run nature, Edmond de Rothschild has the independence necessary to propose bold strategies and long-term investments, rooted in the real economy.
Founded in 1953, the Group had more than CHF 163 billion in assets under management at the end of December 2023, 2,600 employees, and 28 locations worldwide.

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