



# EDMOND DE ROTHSCHILD CORPORATE FINANCE ADVISES THE SANDAYA GROUP ON THE ACQUISITION OF A PLATFORM OF FOUR CAMPSITES IN ITALY

Edmond de Rothschild Corporate Finance supports the shareholders and management of the Sandaya Group in the acquisition of a platform of four campsites in Italy from PGIM Real Estate, in order to accelerate its development in Europe.

The Sandaya Group has signed an MOU with the fund PGIM Real Estate, acting on behalf of its pan-European value-add strategy, for a platform of four exceptional sites (1,700 pitches) in Veneto, with Europa Camping Village\*\*\*\* (Cavallino Treporti, Venice) and in Tuscany, with International Camping Etruria (Marina di Castagneto), Pianacce Camping Village (Castagneto di Carducci) and Toscana Bella Camping Village (Vada).

This large-scale acquisition is a major step in the history of the Sandaya Group, enabling it to establish itself in Italy, the second largest open-air hospitality market in Europe, with a high-end campsite platform that generated revenue of €27.5m in 2023. The two largest sites (Europa Camping Village\*\*\*\* and International Camping Etruria) are located by the sea.

Present up until now in Italy through a commercial partnership with the Baia Holiday Group, Sandaya now wishes to participate in the upscaling and consolidation movement that is beginning on the Italian market. This acquisition is part of the Sandaya Group's European development strategy initiated in Belgium (Parc La Clusure\*\*\*\* in the Belgian Ardennes), and in Spain (Cypsela Resort\*\*\*\* on the Costa Brava, the first campsite in Spain with the Green Key label, and Valencia\*\*\* in Puçol). With this acquisition, the Sandaya Group now generates nearly 20% of its revenue internationally.

In parallel with these acquisitions, the Sandaya group is pursuing an active policy of investing in its infrastructure and accommodation and is strengthening its ESG strategy in order to meet the expectations of its European clients.

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

## PARTIES TO THE TRANSACTION

### ACQUIRERS

**M&A Advisor – Edmond de Rothschild Corporate Finance:** Jonathan Jacquin, Jules Bouvet, Duncan Maguerez, Flora Potier

**Legal Advisor – Freshfields Bruckhaus Deringer:** Chiara Novelli, Domitilla d’Ambra, Nicola Franceschina, Stefania Guarino

**Financial due diligence – PWC:** Giuseppe Rana, Marie-Emmanuelle Bamas, Roberta Riva, Elisa Corti

**Insurance Due Diligence – Marsh:** Jean-Marie Dargaignaratz, Federico Moia, Clara Not, Eleonora Marasco

**Tax Due Diligence – Baker McKenzie:** Stephane Taieb, Michele Santocchini, Davide Chiesa, Samuel Tourot, Pamela Floriani, Marzio Buccioli, Federico Franconi

**Environmental Due Diligence – Dekra:** Perry Zuidema, Lorenzo Pellegrini, Daniele La Regina, Sébastien Roddier, Mauro Gotti

**Technical Due Diligence – Savills:** Nunzia Moliterni, Veronica Milli, Alessandra Damato, Daniele Amendola, Federico Gori, Emerilda Peraj

### ABOUT THE SANDAYA GROUP

Sandaya (Paris and Montpellier), a subsidiary of the Acapace Group, supported by InfraVia as majority shareholder, is a 4- and 5-star outdoor hospitality chain founded in 2010 by François Georges and Xavier Gulibert, two directors from the tourism sector. Located primarily in seaside resorts or sites rich in terms of tourism attraction, Sandaya offers innovative and high-end accommodation with modern leisure facilities. The group now has nearly 22,740 pitches across all of these campsites.

### À PROPOS DU GROUPE EDMOND DE ROTHSCHILD

Maison d’investissement de convictions fondée sur l’idée que la richesse doit servir à construire demain, Edmond de Rothschild est spécialisé dans la Banque Privée et la Gestion d’actifs. Au service d’une clientèle internationale de familles, d’entrepreneurs et d’investisseurs institutionnels, le Groupe est également présent dans les métiers de Corporate Finance, de Private Equity, de l’Immobilier et de Fund Services.

Son caractère résolument familial confère à Edmond de Rothschild l’indépendance nécessaire pour proposer des stratégies audacieuses et des investissements de long terme, ancrés dans l’économie réelle.

Créé en 1953, le Groupe comptait plus de 163 milliards de francs suisses d’actifs sous gestion au 31 décembre 2023, 2 600 collaborateurs et 28 implantations dans le monde.

### Contact presse :

EDMOND DE ROTHSCHILD

Louis Betton : +41 79 578 81 37 - [l.betton@edr.com](mailto:l.betton@edr.com)