

## **Secondary LBO for Béaba**

June 2007

*Béaba is embarking on a secondary LBO mounted by CIC Finance, management, EPI (Descours family) and Capzanine.*

Founded in 1989 and now a widely recognised player in the baby-care market (0–2 year-olds), distributing its products through specialist retailers, Béaba innovates by offering "modern mums" a range of practical, multi-purpose products to meet their needs and simplify their everyday life.

After a first buyout in 1992 by its industrial partner, toy manufacturer Berchet, Béaba took the opportunity to cut its links with mass retailing and refocus on specialist retailers. Twelve years later, an initial buyout was organized by management, the Berchet family and investment fund IDI, with the aim of pursuing further expansion. The Berchet family and IDI are now selling their investment to CIC Finance which is joining forces with a management team headed by Jean Paul Vuilliermet, and with holding company Descourt (EPI) and Capzanine.

Béaba generates most of its sales in France (74%) through a number of specialist networks (Aubert, France Maternité, etc) which distribute its products, most of which fall into the health and baby-food categories; the flagship product is the multi-purpose Babycook, a combination steamer, cooker and blender for preparing baby-food. The LBO is designed to provide the company with the funds it needs to continue expanding its ranges (creating new products and updating older ones), while leveraging the brand's reputation to distribute these products and speed up the pace of export growth.

Jean-Paul Vuilliermet's experience coupled with the professionalism of the company's teams and its strong growth potential were some of the key factors motivating Capzanine's decision to support Béaba in its development.