
Press release

B & Capital acquires a majority stake in 123elec

Paris, La Ricamarie, September 30th, 2020

Emmanuel Milet, Capelia, and BNP Paribas Développement have sold a majority stake in Phase Neutre – doing business as 123elec, to B & Capital and the new CEO, Michel Chavès, a former senior executive at Saint-Gobain. This transaction is the first LBO of Phase Neutre.

123elec is the 6th investment of RB Capital France 1, the fund managed by B & Capital.

A pioneer in the online distribution of electrical supplies

Emmanuel Milet founded the Phase Neutre Group in 2008, leveraging his background in DIY and electrical supplies distributors. Phase Neutre Group grew rapidly in online sales after launching its web site 123elec.com in 2009.

The Group offers over 3,000 products of all the top brands (Legrand, Hager, Schneider, Siemens) at the best price, catering to the needs of professionals (electricians, craftsmen) and private individuals alike.

A growing and resilient player

Capitalizing on its unique market position built over the last decade, Phase Neutre generated revenues of €45 M in 2019. The Group has demonstrated its ability to maintain its level of growth throughout the Covid-19 crisis, with expected revenues of close to €55 M in 2020.

A new chapter

Phase Neutre is currently a leading online distributor of electrical supplies in France, in an expanding market with strong potential for further growth. B & Capital will provide the resources needed to achieve the Group's ambitions and help it seize further opportunities in France and across Europe.

Emmanuel Milet, founder of Phase Neutre Group said: « *After a first transaction with Capelia in 2018, I am delighted to have B & Capital take a majority stake in the Group, and to have Michel Chavès take on the new role of CEO. We share the same values and ambitions for 123elec. This new set up should provide the Group with everything it needs to keep growing and aim higher* ».

Michel Chavès, CEO of the Group, added: « *I am fortunate to have joined the Group three years ago and to have accompanied Emmanuel Milet all this time. I am honored to take over as the new CEO. Phase Neutre still has plenty of untapped potential and with the help of B & Capital and the expertise they bring to the table, we will definitely deliver on that, boosting growth, in France and abroad* ».

Bertrand Tissot, Partner at B & Capital, explained: « *We were deeply impressed by Phase Neutre's track record and its ability to weather the current crisis. We are pleased to support the Group as it continues to grow, and believe it has all the tools it needs to face the challenges of an increasingly digital environment. Our*

partnership with Roland Berger will help improve 123elec's marketing capabilities and define which countries and new products will be our focus in the coming years ».

Parties involved

Sell-side:

Founder (Emmanuel Milet); Capelia (Alexandre Paulet, Yvan Bachaud); BNP Paribas Développement (Gilles Poncet, Emilie Gondal)

M&A: UBS M&A Mid-Cap (Jérôme Breuneval, Julien Lafarge, Maxime Moreira)

Legal counsel: Viajuris (Ulric Dumas, Clémentine Faye)

Financial due diligence: Deloitte (Eric Boucharlat, Julien Lanoiselée)

Legal due diligence: Alcya Conseil (Antonin Thel)

Labor due diligence: Capstan Avocats (Sophie Peltier-Paya)

Buy-side:

B & Capital: Bertrand Tissot, Nicolas Lozowski, Mathilde Beauquis; **Management:** Michel Chaves; **CELDA Capital Développement:** Frédéric Sauvayre; **CEPAL Capital Développement:** Sébastien Galinier

Legal counsel: Villechenon (Gilles Roux, Gaspard Le Pomellec, Eleanore Griffiths, Tristan Segonds et Martin Kyuchukov-Roglev); Arsene Taxand (Yoann Chemama)

Management legal counsel: Lexcase (Guillaume Pierson, Mathieu Philippe, Pénélope Bouchard)

Financial due diligence: Alvarez & Marshal (Frédéric Steiner, Camille Peyre, Amira El Hajem, Amina Boudjatit)

Legal, Tax, and Labor due diligence: Villechenon (Gilles Roux, Eleanore Griffiths, Quentin Allibert, Catherine Nahmias-Ferrandini, Victor Grule, Régis Mathieu)

Commercial due diligence: Roland Berger (Stéphane Tubiana, Victoire Sartorius, Frédéric Berard)

Digital marketing due diligence: Heaviside (Hichem Karoui, Réda El Mghazli)

ESG due diligence: Sirsa (Yannick Grandjean, Giorgia Davidovic, Nathan Raynouard)

Valuation services: NG Finance (Jacques-Henri Hacquin, Christophe Lam, Alexis Szabo)

Financing:

Caisse d'Épargne Auvergne Limousin - **CEPAL** (Stéphane Courageot, Damien Reverdiau); Caisse d'Épargne Loire Drôme Ardèche - **CELDA** (Alexandre Diot); Caisse d'Épargne Rhône-Alpes - **CERA** (Alexandre Cotraud, Marion Vibert)

Financing legal counsel: De Gaulle Fleurance (Sylvie Perrin, Margaux Baratte, Vahan Guevorkian)

About 123elec

<https://www.123elec.com/>

Founded in 2008, 123elec is an online distributor of electrical supplies for private individuals and businesses. 123elec's products offer great value for money with over 3,000 products available from the best brands (Legrand, Siemens, Schneider, etc.) in stock at all times. Its supply chain is mostly based in France to ensure proper quality control. Thanks to its efficient procurement strategy, well-designed user interface, and the quality of its customer service, 123elec is well equipped to keep growing and reach new heights in France and abroad.

LinkedIn: <https://www.linkedin.com/company/123elec/>

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About B & Capital

<https://www.b-and-capital.com/>

B & Capital was founded in 2016 by a team of seasoned investors. The firm boasts a unique position within the European small and mid-cap landscape, being the only private equity player to combine the skills of a talented investment team and a world-renowned strategy consulting firm. Its offer of traditional private equity incorporates the strong support, deep industry knowledge and access to the international network of Roland Berger, a leading European consulting firm.

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