

Sports Solutions Makers enters a new phase of development with B & Capital

Paris, March 23rd, 2023

B & Capital is pleased to announce it has acquired a majority stake in Sports Solutions Makers (SSM) alongside the management team, who has reinvested a significant part of their proceeds in this secondary buyout.

The company is the second investment of RB Capital France 2, the new fund managed by B & Capital. This transaction comes on the heels of a first close that took place earlier in March.

SSM, a leading player in the design, organization, and coordination of sporting events, with the ambition of becoming a multi-specialist catering to all stakeholders in the sports industry

Thanks to its strong expertise and broad multiservice and multisport offering, the Group can address the needs of a wide range of clients, from professional sports teams (motorsports, clubs), federations, leagues to infrastructure owners and media companies.

SSM offers 4 different services: coordinating and consulting for sporting events, travel management for professional teams, organizing of training camps, and brand signage and digital display, with a recent expansion into LED screens.

Working with a broad network of partners, the Group's value proposition is centered around its extensive experience and ability to meet its customers' needs through bespoke services. Increasingly recognized for its expertise, SSM has taken part in over 350 events in 2022.

SSM has recently recorded strong growth, buoyed by strong market trends

The sports industry is very dynamic and underpinned by favorable trends: a continuous increase in the number of sports and sporting events, alongside growing vested interests. Teams and the various stakeholders looking to focus on their performance are steadily turning to outsourcing non-core activities. The Group's playing field, from smaller customers and events, has expanded to include major ones with much wider audiences.

Active in a very fragmented market, SSM managed to conduct two targeted acquisitions in 2021, integrating new expertise and expanding its offering.

Since its acquisition by Galiena Capital in 2017, SSM has grown tremendously, generating more than €40 m in sales in 2022, with over a hundred employees.

A new development phase

After a first chapter marked by the arrival of several key managers, including the CEO Jérémy Botton in 2018, SSM has entered a new phase.

The management's ambition is to accelerate SSM's growth in its existing businesses and pursue the integration of new expertise through further acquisitions. The positive impact of recent wins regarding high visibility events (2023 Rugby World Cup in France, 2024 Paris Olympic and Paralympic Games) should open up new opportunities for the Group.

Jérémy Botton, President of SSM, stated: « *We are thrilled to begin this new chapter with B & Capital. This is a great opportunity to have key managers become shareholders, and we look forward to offering the same opportunity to a wider group of employees. We will rely on B & Capital to help us grow in France and abroad.* »

Philippe Zurawski, Partner at B & Capital, added: « *We immediately embraced Jérémy's vision for the Group. SSM's market is growing and yet still fragmented, leaving plenty of room for consolidation. Our partnership with Roland Berger should allow us to go even faster by focusing our efforts on the spaces with the highest added value.* »

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Parties involved

Sell-side:

Sellers: Private individuals, Galiena Capital (Pascal Noguera, Yuan Bian)

Legal counsel: Skadden (Nicolas di Giovanni, Julien Leris)

Buy-side:

B & Capital: Philippe Zurawski, Nicolas Lozowski, Mélanie Baudin

Management: Jérémy Botton, management team

Buy-side counsel:

Structuring & Legal counsel: Goodwin

- Corporate: Jérôme Jouhanneau, Simon Servan-Schreiber, Héroïse Bertin
- Structuring: Marie-Laure Bruneel
- Financing: Adrien Paturaud, François Scheffer, Elisa Revel

Tax due diligence: Mamou & Boccara (Elie Boccara, Camille Stofati)

Labor due diligence: Bardavid Tourneur (Jean-François Tourneur)

Management counsel: Fides (Nicolas Menard-Durand, Maxime Aps, Maxime Lavechin); Cazals Manzo Pichot Saint Quentin (Bertrand de Saint Quentin, Xavier Colard)

Financial due diligence: EY Strategy & Transactions (Emmanuel Picard, Karen Contreras, Alban Thury, Hugo Charpentier)

Commercial due diligence: Roland Berger (Sébastien Manceau, Lucas Lijour-Schweig, Valentine Monfret)

ESG due diligence: Anthesis (Gavin Hunter, Alexandre Lemille, Abdou Cisse)

Data & digital due diligence: Heaviside (Hichem Karoui, Réda El Mghazli, Claire Bouissou)

Valuation services: Groupe Aurys (Ghislain d'Ouince, Hugo Michelas, Enzo Malacrino)

Financing:

Lenders:

- Caisse d'épargne Rhône Alpes (Frédéric Faure, Alexandre Cotraud, Béatrice Lantelme, Ludovic Brécard, Cassandre Pierre-Glairon-Mondet)
- Crédit Agricole Centre Est (Clémence Morel, Baptiste Simon)
- CIC Lyonnaise de banque (Linda Taoufiq, Geoffroy Venin)
- LCL (Fabienne Martini, Vincent Gall, Vincent Casse)

Financing legal counsel: AGILYS (David Kalfon, Rabah Meddour)



About SSM

www.spartner-agency.com

www.br-units.com

Founded in 2000, Sports Solutions Makers (SSM) has become a key player in the organization and coordination of sporting events, in France and abroad.

SSM has a broad client base, ranging from all sorts of players in the sports industry, including media companies and local governments. SSM offers 4 different services: coordinating and consulting for sporting events, travel management for professional teams, organizing of training camps, and brand signage and digital display including LED screens. The Group is known for its multisport expertise, with an ability to tailor its services to its customers' needs.

SSM looks forward to pursuing its growth in France and abroad.

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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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