



**Funds advised by Permira Debt Managers support The Carlyle Group’s acquisition of ETC,  
a global distributor of telecoms equipment and supplies.**

**10 September 2019** – Permira Debt Managers (“PDM”), one of Europe’s leading specialist debt investors, today announces that funds it advises are acting as senior secured lender in The Carlyle Group’s acquisition of Euro Techno Com (“ETC”). The deal is PDM’s first with Carlyle Europe Technology Partners (“CETP”) and continues their strategy of working with high-quality, expert sponsors and ambitious niche market leaders. The transaction is also supported by Pemberton.

Founded in 1993 by Cedric Varasteh, the ETC Group is headquartered in Eaubonne (Ile-de-France), France and has operations in France, the United States, Portugal and Israel. The company’s offering covers product design, procurement and supply chain, including logistics for cable and telecom operators and network installers. Its model enables telecom customers to maximize operations efficiency and lower their deployment costs. Customers include major American and European cable and telecom operators, as well as large and small independent installers and sub-contractors.

**Roy Awad, Investment Director at PDM, said:**

“We are delighted to have been able to support ETC, its management and Carlyle in this transaction. ETC is a fast-growing company with a consistently strong financial performance, and alongside such an experienced sponsor, we are confident that they can continue their growth trajectory in providing a flexible credit solution to support their continued growth ambitions.

“We look forward to working with both ETC and Carlyle to support the next stages of this business’ development.”

The PDM funds have now supported over 150 ambitious and fast-growing European companies with over €8bn of capital since PDM’s inception in 2007.

**Contacts**

**Montfort Communications**

Woolf Thomson Jones +44 203 770 7916  
[woolf@montfort.london](mailto:woolf@montfort.london)

**Permira Debt Managers**

Helena Rowe +44 207 632 1137  
[Helena.Rowe@permira.com](mailto:Helena.Rowe@permira.com)

**Notes to Editors**

**About Permira Debt Managers**

Permira Debt Managers is one of Europe’s leading specialist debt investors, advising investment funds and products which have provided more than €8bn of debt capital to over 150 European businesses. Owned by Permira and PDM’s partners, PDM was established in 2007 and aims to partner with high quality, growing businesses across Europe to provide the capital they require and generate market-leading risk adjusted returns for investors.

To achieve this PDM follows three key investing strategies: Direct Lending, Structured Credit and CLO Management. PDM also has a distinctive origination platform which benefits from the strength of



Permira's extensive network including 6 European investing offices in UK, France, Germany, Sweden, Italy and Spain, and 5 sector teams specialising in Consumer, Financial Services, Healthcare, Industrials and Technology.

**About The Euro Techno Com Group**

The [Euro Techno Com Group \(the ETC Group\)](#) is a one-stop-shop valued-added distributor of equipment and supplies for the telecommunications market. Founded in 1993 by Cedric Varasteh, the ETC Group supplies and distributes a comprehensive range of passive and active equipment and tools for telecom network deployment and maintenance and offers a comprehensive range of services including product design and equipment selection, sourcing, outsourced procurement and logistics solutions for cable and telecom operators and network installers and their subcontractors. Today, the ETC Group employs over 550 people across facilities in France, the USA, Portugal and Israel.