



## **Permira Funds to acquire Vacalians Group**

22 May 2015 - Permira, the international private equity firm, announced today that a company backed by the Permira funds has entered into an agreement to acquire Vacalians Group ("Vacalians"), a major European campsite and mobile-home company operating under the Tohapi brand, for an undisclosed sum. The transaction, which is subject to regulatory approval, is expected to complete in the 3rd quarter of 2015.

Founded in 2005 and headquartered in Sète (France), Vacalians is a major European campsite and mobile-home operator with consolidated revenues in excess of €140m. The Group operates 24,300 pitches, of which 17,500 are equipped with mobile-homes, on over 300 sites located mainly in France, Italy and Spain. In December 2014, the company strengthened its European position with the acquisition of Canvas Holidays, a significant player in the outdoor accommodation market in the UK and the Netherlands. The group continues to enjoy strong growth and launched its new TOHAPI brand at the end of 2014.

The European outdoor accommodation market offers attractive dynamics with steady growth through the economic cycle and accelerating consolidation. In that context, Vacalians Group has emerged as a major player of the sector in Europe. The Permira funds investment will support the management's ambitious growth strategy, in particular its international expansion plans.

This latest investment by the Permira funds highlights Permira's expertise in helping leading consumer and leisure brands, around the world to grow and realise their international ambitions. With Vacalians, the Permira funds are investing in a business well positioned to benefit from attractive consumer trends including the increasing demand for value for money and convenience as well as the growing popularity of outdoor living.

**Olivier Ganivenq, Chief Executive of Vacalians Group, said:**

*"We would like to welcome the Permira funds as our new majority shareholders. The Permira funds have extensive experience in facilitating international expansion which will be invaluable as we pursue our European ambitions. With their understanding of our sector and belief in our prospects, Permira stood out as a great partner to have on board to support our next phase of growth."*

**Benoit Vauchy, Partner at Permira, said:**

*"The Permira Funds have a successful track record of investing in leading leisure companies and we are delighted to be making our first investment in a leading outdoor leisure company, a sector we believe has enormous growth potential."*

**Simon Marc, Principal at Permira, added:**

*“We have known Gilbert and Olivier Ganivenq for many years and have followed with interest the expansion of Vacalians. We are delighted to be able to partner with this talented management team and to back the company as it embarks on its next phase of growth. Vacalians is an outstanding operator in the outdoor accommodation sector and we believe that the group is ideally placed to further strengthen its position in the European market.”*

Oddo Corporate Finance acted as financial adviser to the Permira funds while Clifford Chance acted as legal advisers and PWC as accounting advisers. Natixis Partners acted as financial advisers and CMS Bureau Francis Lefebvre acted as legal adviser to Vacalians Group on the transaction.

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### **About Vacalians Group**

Vacalians Group is a major European actor in the outdoor accommodation market. Through its Tohapi brand, the group owns an estate of 44 campsites in France, operates c.24,300 pitches of which 17,500 equipped with mobile-homes, and markets its offer in over 300 owned or partner campsites, in France and Europe's most beautiful regions. In addition to its activities of operating and marketing accommodation solutions, Vacalians Group also offers B2B services to outdoor accommodation professionals through Vacalians Pro. Vacalians Group reported revenues of over €140m in 2014 and had c.700 employees. [www.vacalians-group.com](http://www.vacalians-group.com)

### **About Permira**

Permira is a global investment firm that finds and backs successful businesses with ambition. Founded in 1985, the firm advises funds with a total committed capital of approximately €25 billion. The Permira funds make long-term investments in companies with the objective of transforming their performance and driving sustainable growth. In the past 30 years, the Permira funds have made over 200 private equity investments in five key sectors: Consumer, Financial Services, Healthcare, Industrials and Technology. Permira employs over 200 people including 120 investment professionals in 14 offices across North America, Europe, the Middle East and Asia. For more information visit: [www.permira.com](http://www.permira.com)

The Permira funds have a long track record of successfully investing in consumer companies around the world and achieving attractive returns for investors. Since 1997, they have invested over €6.7bn in 25 consumer companies, including Dr. Martens, Atrium, Akindo Sushiro, eDreams Odigeo, Hugo Boss, Valentino, Galaxy Entertainment, iglo group, Sisal and New Look.