



Basic info

July 2021
France

acquired

 Advisor to the seller

Deal takeaways:

- *Translink Corporate Finance advised the owners in an auction process*

Deal maker:

- *Jacques-Henri Rieme*

Transaction announcement

2021-09-23 (Paris, France)

Baobag originated from the merger of Sacherie du Midi and Framapack in 2007. The company is a pure distributor of Flexible Intermediate Bulk Containers ("FIBC"), commonly known as big bags. The company operates throughout the value chain, including design, sourcing, transportation and storage. Through the development of tenured and exclusive relationships with trusted manufacturing partners around the world and the intricate knowledge of customer requirements across a wide range of end-markets, Baobag has grown into the leading player in the French FIBC market and has successfully penetrated the Moroccan and Spanish markets through organic growth. Since inception, Baobag has exhibited robust growth, outperforming underlying market, and has reached over €50m in revenue.

LBO France is an independent company that has been supporting French and Italian companies in their growth for more than 30 years. Its investment strategy is built on 5 distinct segments managed by dedicated teams: (i) Mid Cap Buyout through the White Knight funds and Small Cap Buyout through the Hexagone/Small Caps Opportunities funds, (ii) Venture Capital through the SISA/Digital Health funds, (iii) Real Estate through the White Stone, Lapillus and NewStone funds, (iv) Debt and (v) Public Equity through the France Développement fund. Historically focused on Institutional and Family Office investors, LBO France has launched a private equity fund accessible to individuals through multi-strategy funds. LBO France is 100% owned by its management and employs nearly 60 professionals.

Deal summary

- The transaction was announced on September 23, 2021
- Translink Corporate Finance had been selected by the company's financial shareholders – iXO Private Equity and Bpifrance – to lead the sell-side process, which exclusively targeted investment funds bidding for majority stakes.
- LBO France, through its Small Caps Opportunities II fund, has acquired a majority stake in the French company Baobag, alongside BNP Paribas Développement, AfricInvest and the management team – the latter led by Fabrice Saffré, to increase the company's position in its markets.
- LBO France's investment allows for the exit of iXO Private Equity and Bpifrance, who acquired a majority stake in the Company in 2016 to support the managerial transition and to initiate internationalization efforts. Baobag's management team, led by Fabrice Saffré, significantly re-invest in this secondary LBO round, which also includes an investment on behalf of BNP Paribas Développement and AfricInvest. All aforementioned parties are fully aligned on the growth levers that will drive value creation: acceleration of expansion into Africa (which features the strongest market growth prospects), external growth in select European countries and further market share gains on the domestic market. The shared objective is to create a pan-European leader, spearheading the substitution of bulk transport and storage by big bags in Africa.