

PARIS

11 February 2022

## **Ardian announces the sale of its stake in MBK Fincom (ProduceShop) to Gilde Buy Out Partners**

Ardian, a world-leading private investment house, announces that it has sold its stake in MBK Fincom ("MBK"), known as ProduceShop.

MBK, based in Switzerland, has developed a data-driven technology platform to create a new e-commerce model that gives customers access to a wide range of products. Leveraging its expertise in data analytics, MBK develops and markets its own digital brands across Europe and offers the best value for money for a wide range of products, ranging from home furnishings, gardening and fitness equipment.

Alongside its 29 proprietary brands, MBK also sells products from partner brands on its ProduceShop website. MBK's European presence is growing, with the company now selling in 24 countries, including Italy, France, Germany, Spain, Austria and Switzerland.

Since Ardian Growth took a stake in the company in 2020, MBK has tripled its revenues by accelerating its international development and diversifying its product offerings. It has also strengthened its technological expertise by investing in software tools.

*"The partnership with Ardian has enabled us to accelerate our development,. Subsequently, we have rapidly taken on a European dimension while strengthening our internal resources, both human and technological. We are now entering a new chapter in our history and we look forward to working with Gilde in this new stage."*

### ● THE CO-FOUNDERS ● MBK

*"We were very pleased to work with and support the growth of MBK. This is a perfect example of the entrepreneurial journeys we wish to support: ambitious founders and managers who aim for international development. This transaction follows several European investments in the digital sector, notably in Italy and Germany, and demonstrates our ability to be a strategic partner for European entrepreneurs. We would like to thank the entire MBK team."*

### ● ROMAIN CHIUDINI ● MANAGING DIRECTOR WITHIN THE ARDIAN GROWTH TEAM

*"MBK is a perfect example of entrepreneurs who continue to innovate, even in the e-commerce market. Thanks to our multi-local European network, recently strengthened by a presence in Italy, and our cross-fertilisation expertise within Ardian's Growth team, we identify talented entrepreneurs and act as a partner in scaling them up."*

### ● BERTRAND SCHAPIRO ● MANAGING DIRECTOR WITHIN THE ARDIAN GROWTH TEAM

## LIST OF PARTICIPANTS

### Ardian

Romain Chiudini, Bertrand Schapiro, Olivier Roy

## ABOUT ARDIAN

Ardian is one of the world's leading private equity firms with \$125 billion under management and/or advice in Europe, America and Asia. The company, which is majority-owned by its employees, has always placed entrepreneurship at the heart of its approach and offers its international investors a first-class performance.

Through its commitment to sharing the value created with all stakeholders, Ardian contributes to the growth of companies and economies around the world.

Building on its values of excellence, loyalty and entrepreneurship, Ardian has an international network of over 780 employees in 15 offices in Europe (Frankfurt, Jersey, London, Luxembourg, Madrid, Milan, Paris and Zurich), North America (New York, San Francisco), South America (Santiago) and Asia (Beijing, Singapore, Tokyo and Seoul). The firm manages funds for 1,200 clients through its five investment pillars: Fund of Funds, Direct Funds, Infrastructure, Real Estate and Private Debt.

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[www.ardian.com](http://www.ardian.com)

## ABOUT MBK FINCOM

MBK Fincom is a dynamic and technology-driven e-commerce company based in Switzerland, active in the sale of home & living branded goods, Europe-wide. MBK co-designs and improves the features of its products in order to offer consumers the best value-for-money option. The mission of MBK is to simplify the online process of research and purchase, including free home delivery. The variety of articles, together with the attention to quality and design, has allowed MBK to grow rapidly into a prominent European leader in the sector.

[www.mbkfincom.com](http://www.mbkfincom.com)

## Media contacts

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