

## Ardian acquires a stake in My Pie, the French leader in supermarket hot snacks

Through this primary transaction, Ardian has joined forces with the founders of My Pie to support their ambitious growth plans.

Ardian, a world-leading private investment house, announces the acquisition of a minority stake in My Pie, a unique player in the French snack market. Founded in 2015 by Adrien Goud and Sébastien Rico with the support of Jean-Rémy Cousin, My Pie offers an innovative turnkey solution combining display cases and hot snacks for supermarkets under the "My Pie" brand.

My Pie has established itself as a market leader with annual growth of more than 90% over the last three years, by responding to a previously unmet retailer and consumer demand: a complete range of hot and ready-to-eat snacks, available in supermarkets under an easily identifiable brand. The Company's offering combines compact display cases, that keep the products warm and are easily deployed by supermarkets, with a growing range of 100% natural snacks made from French ingredients.

Thanks to a complete oversight of the key stages in its value chain, including an automated in-house production facility, and a national listing strategy with the main supermarket chains, My Pie has progressively extended its distribution network across supermarkets.

Ardian's investment in My Pie will enable the company to prepare for its next phase of development whilst maintaining its strong growth trajectory. Ardian Growth's extensive track record, with numerous primary transactions carried out alongside fast-growing companies, will provide My Pie's founders with access to a vast network and active support around company strategy, particularly regarding organizational structure, the roll-out of its out-of-home catering offering and international expansion.

*"We are delighted to support Adrien Goud and Sébastien Rico in this new stage of My Pie's development. This primary transaction reflects the DNA of Ardian's Growth platform: investing alongside ambitious entrepreneurs in a fast-growing, profitable company with unique expertise in its market. We are already working actively with the founders to give them the benefit of our expertise, particularly around organizational structure, digitalization, and internationalization. With Ardian's support, we can build on its strong growth trajectory and make My Pie a European leader in hot snacks."*

● FRÉDÉRIC QUÉRU ● MANAGING DIRECTOR GROWTH, ARDIAN

« This new partnership with Ardian is a wonderful opportunity for My Pie. We share a common vision with the Ardian team: sustainable and responsible development. We look forward to writing a new page in our history. »

● ADRIEN GOUD AND SÉBASTIEN RICO ● PRESIDENT AND CEO, MY PIE

## **PARTIES TO THE TRANSACTION**

### **ARDIAN**

Investment team Growth: Frédéric Quéro, Pierre Schaeffer, Sophie Meyer

Financial advisor: Alvarez & Marsal (Benoît Bestion, Antoine Fabiani, Grégory Pereira)

Strategic advisor: OC&C Strategy (Stéphane Blanchard, David de Matteis, Léa Boroni)

Operational advisor: Alvarez & Marsal (Marc Ferrey, Elisabeth Karsenty)

Legal, regulatory and tax advisor: McDermott (Diana Hund, Herschel Guez, Auriane Tournay, Naré Arshakyan, Charles de Raignac, Hélène Adda, Paul-Henry de Laguiche)

Corporate lawyer: McDermott (Diana Hund, Herschel Guez, Auriane Tournay)

Financing lawyer: McDermott (Pierre-Arnoux Mayoly, Shirin Deyhim, Salomé Belhassen)

Tax advisor: McDermott (Côme de Saint-Vincent)

M&A advisor: Oddo BHF (Thomas Devineau, Nicolas Ecot)

### **Management**

Management team: Adrien Goud, Sébastien Rico, Jean-Rémy Cousin, Tom Chegaray

M&A advisor: Oaklins (Franck Monnot, Salah Ben Hamoudi, Harry Bercu)

Corporate lawyer: Winston & Strawn (Grine Lahreche, Edith Boucaya, Vincent Bourrelly)

Financing lawyer: Winston & Strawn (Ariane Berthoud, Cyprien Bouvier)

Tax lawyer: Winston & Strawn (Jérôme Mas)

Vendor due diligence: Wincap (Christophe Piémont, Christophe Boussard, Victor Lefoulon)

### **Financing**

Debt pooler: Hélia Conseil (Lionel Milot, Delphine Guignard)

Debt team: Caisse d'Épargne Bretagne Pays de Loire (David Laidet), Banque Populaire Grand Ouest (David Wadoux), CIC OUEST (Anne-Cécile Bescond, Grégory Veyeau), Arkea (Isabelle Bouedo, Gauthier Mangeart, Baptiste Le Golvan, Christophe Coz, Brendan Gianoncelli), LCL (Silvère Prin, Florian Baudin, Pierre Palvadeau)

Financing lawyer: Cornet Vincent Ségurel (André Watbot, Marion Nicolas, Robin Petit, Elise Le Roux)

## **ABOUT ARDIAN**

Ardian is a world-leading private investment house, managing or advising \$160bn of assets on behalf of more than 1,560 clients globally. Our broad expertise, spanning Private Equity, Real Assets and Credit, enables us to offer a wide range of investment opportunities and respond flexibly to our clients' differing needs. Through Ardian Customized Solutions we create bespoke portfolios that allow institutional clients to specify the precise mix of assets they require and to gain access to funds managed by leading third-party sponsors. Private Wealth Solutions offers dedicated services and access solutions for private banks, family offices and private institutional investors worldwide. Ardian's main shareholding group is its employees and we place great emphasis on developing its people and fostering a collaborative culture based on collective intelligence. Our 1,050+ employees, spread across 19 offices in Europe, the Americas, Asia and Middle East are strongly committed to the principles of Responsible Investment and are determined to make finance a force for good in society. Our goal is to deliver excellent investment performance combined with high ethical standards and social responsibility.

At Ardian we invest all of ourselves in building companies that last.

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

## **ABOUT MY PIE**

My Pie is a leading producers and distributors of hot snacks to supermarkets in France. Its development has been based on a unique value proposition for retailers, consisting of providing a turnkey offer to supermarket chains, ranging from display cases that keep products warm to a wide range of hot snacks, produced in-house in Mayenne and made exclusively from natural ingredients.

**[mypie.fr](http://mypie.fr)**

## **Media Contact**

### **ARDIAN**

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