



ARDIAN

PRESS RELEASE

ARDIAN SUPPORTS THE GROWTH OF BRICOPRIVE.COM

Paris, June 24th 2015 - Ardian, the independent private investment company, today announces the acquisition of a minority stake in Bricoprivé.com, the leading website for the flash sales of discounted DIY, gardening and home improvement products for individual customers, for around €2.5 million. Ardian's acquisition, which comes from its latest Ardian Growth Fund, will see the company work alongside Bricoprivé.com's founders, Julien Boué and Marc Leverger. It follows the partial exit of Bricoprivé.com's previous minority shareholders.

Founded in Toulouse, France, in October 2012, Bricoprivé.com is an e-commerce business which offers, via 6 or 7 new sales per day, a wide range of quality products at discount prices. Thanks to its market positioning and the know-how of its founders, the company has more than doubled in size in each of its first three years since being created, achieving a turnover of around €30 million. It now has a community of 1.7 million members.

Bricoprivé aims to become a key player in the fast-growing European market and, in particular, the Spanish market, for which it launched a dedicated website last month. The founders will continue supporting the current growth of the business, both domestically and internationally. Bricoprivé.com also plans to continue offering high-quality products at competitive prices whilst enlarging its product and service offering. The support of the Ardian Growth team will provide Bricoprivé.com with the required resources to achieve such ambitions.

Julien Boué, Co-founder of Bricoprivé.com, said: "We created Bricoprivé.com because we recognized the potential of the DIY and gardening e-commerce market. Our business model and unique positioning has allowed us to grow rapidly. Having achieved the first and crucial step in our development, we are delighted that a player such as Ardian has decided to support us. It is a company which shares our views of the market and our ambition for international expansion."

Marc Leverger, Co-founder, added: "We were looking for a partner with a strong culture of entrepreneurship who would be able to understand our proposition, and who would support our projects on a long-term basis. This transaction is only the first step in our development plan and our ongoing partnership with Ardian."

Laurent Foata, Head of Ardian Growth, added: "Bricoprivé.com's founders have a sound understanding and innovative view of the market. Beyond strong financial fundamentals and market potential, we look to invest in strong and ambitious teams; this is what we have found with Marc Leverger and Julien Boué."

This transaction is Ardian Growth's 5th since the beginning of 2015. This comes after Clever Age, Saaswedo, Ariane Systems and HR Path. Ardian Growth partners with profitable SMEs that are achieving between €5 and €100 million of turnover.

ABOUT BRICOPRIVE

Founded in October 2012 in Toulouse (France) and managed by Julien Boué and Marc Leverger, Bricoprivé.com is the leading website for the flash sales of discounted DIY, gardening and home improvement products.

A major player of the e-commerce in the DIY sector in France, Bricoprivé organizes, for its 1.7 million members, private sales of the main brands of the sector (Grohe, Bosch Professional, Ryobi, Philipps...) around 6 product ranges: DIY, gardening, home, clothing, car/motorcycle and multimedia.

Fully integrated (logistic, client servicing, webmarketing, purchase, ...), Bricoprivé sets up, with the agreement of the brands, 6 to 7 private sales per day on the overstocks and end-of-life products. Considered as a sales platform (3 platforms in France cover the entire country) the website is also a great communication platform for brands with a community of targeted members. After 2 years and half of strong growth, a c.€30 million turnover over the 12 last months and the hiring of 75 people, Bricoprivé enters in a new phase of its development with the opening of a Spanish offering. www.bricoprive.com

ABOUT ARDIAN

Ardian, founded in 1996 and led by Dominique Senequier, is an independent private investment company with assets of US\$50bn managed or advised in Europe, North America and Asia. The company, which is majority-owned by its employees, keeps entrepreneurship at its heart and delivers investment performance to its global investors while fuelling growth in economies across the world. Ardian's investment process embodies three values: excellence, loyalty and entrepreneurship.

Ardian maintains a truly global network, with more than 350 employees working through ten offices in Paris, London, New York, Beijing, Frankfurt, Jersey, Luxembourg, Milan, Singapore and Zurich. The company offers its 355 investors a diversified choice of funds covering the full range of asset classes, including Fund of Funds (primary, early secondary and secondary), Direct Funds including Infrastructure, Expansion, Mid Cap Buyout, Ardian Growth, Co-Investment and Private Debt. www.ardian.com

LIST OF PARTIES INVOLVED

Ardian: Laurent Foata, Romain Chiudini
Legal advisor: Gide Loyrette Nouel (Pierre Karpik, Emilie Leygonie)
Financial Audit: Grant Thornton (Marc Claverie, Florence Fong)

Bricoprivé: Marc Leverger, Julien Boué
Legal advisor: Decker & Associes (Frédéric Reynes)



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