

## Press Release

### **LAFUMA grants exclusivity to MARWYN MANAGEMENT PARTNERS to progress the acquisition of Le Chateau SAS**

The French LAFUMA group received a binding offer from the London-based MARWYN MANAGEMENT PARTNERS to acquire all the shares and voting rights held by Lafuma in LE CHATEAU SAS. Lafuma and Marwyn Management Partners have entered into an exclusivity period to finalize the transaction which will soon be referred to Lafuma's and Le Chateau's employees' representatives' bodies for customary consultation. The closing of the proposed transaction would occur in the coming weeks, following the completion of this consultation process.

This disposal is part of Lafuma's strategic plan to focus on the outdoor sport market in order to pursue its international development and to reinforce its position in e-commerce and innovation in a growing market.

Lafuma group has chosen to focus on its three core activities, that are part of the "active outdoor" market one of the well-oriented sector in the sport market both in Europe and worldwide. Thus, the group is now organized around three core activities represented by four complementary brands that are: Rando Trail with Lafuma, Mountain with Millet and Eider, Surf Snow with Oxbow.

This repositioning will give more scope for each brand to focus on R&D, marketing, e-commerce, and international growth with a priority given to Asia and China where new steps with our subsidiaries and partners will be undertaken.

According to Philippe Joffard, Lafuma's CEO « *In a growing and very competitive market, we chose to reinforce our synergies to keep on innovating in order to increase our presence in Europe and develop our business in Asia.* ».

Lafuma has become a major player in its market thanks to the consistency of its positioning and its growing activities. The attractiveness of the Group's brands has led to regular demonstrations of interest from investors and entrepreneurs. Any expression of interest is carefully considered on the basis of its social, economic and shareholder impact.

**About MARWYN MANAGEMENT PARTNERS Plc** ([www.marwynmp.com](http://www.marwynmp.com))

MARWYN MANAGEMENT PARTNERS Plc is listed on the Main Market of the London Stock Exchange (MMP.LN). The investment activities of MMP are operated by the Marwyn group, an award-winning investment management group that has led investments in various sectors including leisure, entertainment, technology and transportation across Europe and North America ([www.marwyn.com](http://www.marwyn.com)).

**About LAFUMA** ([www.groupe-lafuma.com](http://www.groupe-lafuma.com)) **and LE CHATEAU** ([www.lechateau.fr](http://www.lechateau.fr))

The LAFUMA group designs, manufactures and distributes sport and leisure products and equipment. The group operates five main outdoor brands: LAFUMA, MILLET, EIDER, OXBOW and LE CHATEAU.

Specialized in the design, manufacturing and distribution, in France and abroad, of high end rubber boots, shoes, clothes and accessories, Le CHATEAU employs 99 people in France and 188 in Morocco, and achieved €24 M net sales as of September 30, 2011.

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2012 revenues: October 23, 2012

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LAFUMA is listed on the NYSE Euronext Paris. Euroclear: 3526. Reuters: LAFU.PA. Bloomberg: LAF FP