



**Press release**  
Paris, July 18th, 2013

### **Reclassification of treasury stock**

#### **CM-CIC Capital Finance is supporting the LANSON-BCC Group's development, becoming a reference shareholder**

**On July 18th, 2013, CM-CIC Capital Finance acquired almost 4.72% of the LANSON-BCC Group's capital, representing 305,000 shares, at a unit price of 36.36 euros. With this operation for a total of 11.1 million euros, CM-CIC Capital Finance is enabling the LANSON-BCC Group to lay the foundations required to support its future development, backed by a strong financial partner capable of consolidating its independence.** As part of this transaction, the main shareholders, Paillard, Baijot and Boizel families, and SAS Bruno Paillard have made a promise of redemption to CM-CIC Capital Finance, which is exercisable at cost price of €36.36 per share between 30 June 2018 and 30 June 2020.

Founded in 1991 by Bruno Paillard and Philippe Baijot, the LANSON-BCC Group is made up of seven Champagne Houses renowned for their excellence for several centuries: Champagne Chanoine Frères, founded in 1730, with its Tsarine brand (Reims), Champagne Lanson, founded in 1760 (Reims), Champagne Boizel, founded in 1834 (Epernay), Champagne De Venoge, founded in 1837 (Epernay), Champagne Philipponnat, founded in 1910 (Mareuil sur Aÿ), Maison Burtin, founded in 1933 (Epernay), owner of Champagne Besserat de Bellefon, founded in 1843 (Epernay), and Champagne Alexandre Bonnet, founded in 1973 (Les Riceys).

The Group has been built up thanks to a dynamic external growth policy (particularly with the acquisition of the Champagne Lanson and Burtin House in 2006), combined with strong organic growth, enabling it to become the second largest champagne group today, with major potential for growth: 120 hectares of Group-owned vineyards, some 2,000 hectares under multiyear sourcing agreements with winegrowers, and high-quality stocks covering over three years of sales.

Its extensive portfolio of Houses has also enabled the Group, a pure player on the Champagne market, to further strengthen its presence across all the complementary distribution channels, ensuring it does not neglect a single Champagne market segment, from affordable luxury through to prestige cuvees, with pricing policies geared to the different positionings.

The Group's development has been a genuine success story: following the daring approach with successful integration of Lanson and firmly established multi-brand positioning in the hypermarket and supermarket sector, as well as traditional channels (wine stores, hotels, restaurants, etc.), B to C and export, it has established itself as a pivotal player among the Champagne Houses.

In addition, the Group has strong positions in the UK (world's second-largest market after France) thanks to House LANSON.

At the end of 2012, the LANSON-BCC Group reported 275 million euros in consolidated revenues, with 41 million euros in EBIT and a net profit of 17.6 million euros. The ramping up of new markets, such as the USA, Japan, China and Russia, offers major potential for growth.



**CM-CIC Capital Finance: committed to supporting the development of family-owned mid-size companies**

This investment perfectly illustrates the strategy applied for more than 20 years by CM-CIC Capital Finance, which aims to support family-owned groups as they develop, thanks to a selective approach, bespoke solutions and long-term commitment.

*“With CM-CIC Capital Finance, we have found people able to understand the specific features of our business and the long-term culture of our Group. We are therefore delighted to be able to count on a partner who is making a genuine long-term commitment alongside us”,* explains Bruno Paillard, Chairman and Chief Executive Officer.

*“We are proud to be supporting the LANSON-BCC Group, one of the most outstanding mid-size companies in our economy and a true ambassador for the French luxury goods industry internationally. The Champagne market is an attractive sector, with sound fundamentals, well protected by the Appellation d’Origine Contrôlée label. This is also a segment that we know well and we are convinced of this Group’s potential for value growth”,* adds CM-CIC Capital Finance.

**LANSON-BCC in figures:**

The Group has a unique portfolio of assets:

- Seven Champagne Houses with strong and complementary identities;
- Over 120 hectares of Group-owned vineyards, including 13 hectares of organic vines;
- Major multi-year sourcing agreements, equivalent to almost 2,000 ha of vines;
- High-quality stocks covering three years of sales;
- Some of the region’s most modern production tools.

**Champagne market focus**

At the end of 2012, the market saw the volume of champagne shipments, all players combined, contract by 4.4% (308.8 million bottles, versus the all-time high of 338.8 million reached in 2007), although the market showed good resilience in terms of value, coming in at 4.4 billion euros (-0.5%), positioning Champagne as the world’s leading wine region (reflecting its quality image). In France, shipments came to 171.4 million bottles (down 5.6%, representing 55.5% of total sales). For the rest of Europe, shipments totaled 76.4 million bottles (down 7.1%, representing 24.7% of sales), while the rest of the world reached a record level of 61 million bottles (up +3.3%, representing 19.8% of sales).



### **About CM-CIC Capital Finance:**

Venture capital, development capital, buyout capital, merger and acquisition advisory.

CM-CIC Capital Finance covers all equity financing activities to meet the needs of businesses for capital financing. Looking beyond its professionalism, its resolutely human vision of the business and its close ties with business leaders, the success of this approach is also characterized by its support over the long term. CM-CIC Capital Finance has 2.6 billion euros of capital under management and has invested almost 2.1 billion euros in the capital of 600 different companies.

Find out more at [www.cmcic-capitafinance.com](http://www.cmcic-capitafinance.com)

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