

Atlasformen refinances its debt

Paris, 7th September 2021

After 2 years as its majority shareholder, Latour Capital announces the refinancing of Atlasformen's debt.

Founded in 1999, Atlasformen is specialised in direct marketing and distance selling of clothing for men, in the *outdoor / adventure* market segment.

Over the last two years, Atlasformen organically increased its turnover from €189m in 2018 to over €240m in 2020. During this period, the company expanded internationally, with a successful development in the United Kingdom (2018), in Hungary (2020) and in Canada (beginning of 2021). Today Atlasformen is present in 14 countries and plans to continue its expansion in North America with the launch of the United States by end of year.

Atlasformen is also accelerating its digital strategy: online sales currently represent around 35% of orders.

Despite a complicated sanitary environment, Atlasformen refinances its debt with a double purpose: reducing the cost of its financing structure and enabling its shareholders to realise a significant part of their investment. The new senior debt is provided both by its historical banking partners (BNP Paribas, CIC Nord-Ouest, Crédit Agricole Normandie-Seine, Caisse d'Épargne Normandie, Crédit du Nord and Caisse d'Épargne Ile de France) and by two newcomers (Société Générale and LCL).

Marc Delamarre, President of Atlasformen: *"After another two years of strong growth, we are resizing our financial structure to fit our new ambitions. Our collaboration with Latour Capital is a real asset in accelerating our strategy, for which our key priorities are branding, international expansion, data and digital. I would also like to thank our historical banking partners who are renewing their trust, as well as our two new partners, LCL and Société Générale."*

Philippe Léoni, Founding Partner at Latour Capital: *"Since our investment, we have been very impressed by the quality of the management team and by its capacity to continuously adapt in order to successfully deliver its ambitious strategy. We are please to have supported Atlasformen in its refinancing and to continue the adventure with Marc Delamarre and his team."*

About Latour Capital

Latour Capital is an independent French private equity firm with an entrepreneurial culture and a strong operational experience. With over €1.5bn assets under management and a team of c.15 investment professionals, Latour Capital is an active shareholder, strongly involved in its portfolio companies alongside management teams. Latour Capital mainly invests in companies with strong growth potential both in France and abroad.

For more information: www.latour-capital.co.uk

Participants

Investors

- **Latour Capital:** Philippe Léoni, Maxime Gutton, Nicholas Whitbeck, Chloé Legrix de la Salle

Financing

- **BNP Paribas:** Antoine de la Taille, Régis Ndimingui, François Leblanc, Antoine De Cambourg, Emilie Coriton
- **Caisse d'Épargne Ile de France:** Julien Jonasson, Margaux Chabre, Virginie Pegliasco
- **Caisse D'Épargne Normandie:** Nathalie Guaquiere, Aurélie Rio, Géraldine Doucet, Charles Nicolas, Ingrid Delabarre
- **Crédit Agricole Normandie-Seine:** Frederic Prochazka, Nicolas Besnard, Sonia AguerCIF
- **Crédit du Nord:** Eric Legrand, Anna-Lou Grellier, Andriy Gromov, Sandrine Adam, Laurence Launay, Cécile Pagat
- **CIC Nord-Ouest:** Pierre Bulteau, Jean-Noël Voidies, Antoine Zellner
- **LCL:** Quentin Viltart, Laurent Neubauer, Frédéric Basle
- **Société Générale:** Thomas Woimant, Vincent Dekeister, Marc Lecomte, Emmanuel Nogues

Company and shareholder advisors

- M&A: **Transaction R & Co** (Philippe de Montreynaud, Pierre Pessans-Goyheneix, Paul Gabalda, Julien Aubin, Anaïs Pons, Juliette Malard)
- Lawyers: **Willkie Farr & Gallagher** (Paul Lombard, Christophe Garaud, Philippe Grudé, Ralph Unger, Emmanuel Erdreich)
- Financial due diligence: **E&Y** (Jean-Daniel Oltz, Hélène Papon, Zeini Satar, Stéphane Roubi)

Financing advisors

- Lawyers: **Gide** (Eric Cartier-Million, Louis Fearn, Guillaume Pichat)

Press contacts

- Marc Delamarre (Atlasformen): 01 40 74 38 38
- Nicholas Whitbeck (Latour Capital): 07 88 55 94 56