

Latour Capital sells its majority stake in Atlasformen

Paris, 27 April 2022

After three years of ownership, Latour announces the disposal of Atlasformen, a European leader in the multichannel sales of outdoor clothes for men, to investment fund Motion Equity Partners, alongside Marc Delamarre and his management team.

Founded in 1999 in Paris, Atlasformen is a company specialised in the direct marketing and distribution of casual, outdoor-oriented and timeless collections at affordable prices. Atlasformen's strength resides in its D2C storeless business model, spanning both an offline (catalogues) and an online (e-commerce) offer. The Group now establishes itself as a reference player on its market, thanks to its robust model and its operational excellence.

These past few years, Atlasformen delivered a dynamic performance: the group's revenue rose organically from €189m in 2018 to more than €276m in 2021. Over this period, the company pursued its international growth, with successful developments in the United Kingdom (2018), in Hungary (2020), in Canada (early 2021) and in the United States since the end of 2021. As of today, the company operates in 14 countries, with a wide potential for further growth, especially in North America.

Atlasformen also continues to accelerate its digital strategy: online sales account for more than 35% of its orders, in constant progression since 2019.

Only a few months after the refinancing of the group, Motion Equity Partners submitted a direct offer, in line with Latour's expectations, enabling its second fund to sign a fourth successful exit.

Atlasformen constitutes the second investment of the fund Motion IV, raised in 2021. Thanks to its expertise in the consumer goods sector, in D2C brands as well as in international expansion, Motion Equity Partners intends to support the Group in its next growth phase, notably through the pursue of its digital strategy in Europe and its expansion in North America.

Philippe Léoni and Maxime Gutton, Partners at Latour, state: *"Throughout our investment period, we have been very favourably impressed by the quality of the management team and its capacity of continuous adaptation in order to successfully deliver its ambitious strategy. With the recent launch of the United States and an excellent dynamic on the digital channel, Atlasformen is in the best place to accelerate its growth. We are very proud of having been able to support them and wish them the best for the future."*

Marc Delamarre, Atlasformen's President, adds: *"We have been particularly satisfied with our journey with Latour Capital and I would like to thank them for their advice, their support and their vision throughout this period of significant growth. The continuation of our international development, the rising digitalization of our business and the "data driven" expertise remain our priorities for the years to come. I am convinced that Motion Equity Partners, with its strong entrepreneurial expertise, will be an important asset for the acceleration of our growth and the achievement of our ambitious objectives."*

Cédric Rays, Partner at Motion Equity Partners, concludes: “We are delighted of this second investment for Motion IV. We have been following the Group for some years and have always been impressed with its strength, with the consistency of its model and with its capacity to position itself as a reference player on its market, country after country. We deeply share the ambition of Marc Delamarre and the Atlasformen team, whom, strengthened by the successes recorded these last years, aim for an even more steady development for their Group”

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

About Motion Equity Partners

With over 25 years of experience alongside French and international SMEs, in collaboration with management teams, Motion Equity Partners is a recognised player of the capital-investment market. Independent structure with €1bn under management, Motion Equity Partners has a team of experienced private equity professionals in Paris, with a strong entrepreneurial culture, and a track record of more than 50 private equity deals over the past 15 years, in France and abroad. Motion Equity Partners is a responsible investor, committed to a sustainable growth.

For more information: www.motionequitypartners.com

Participants

Sellers

- **Latour Capital:** Philippe Léoni, Maxime Gutton, Nicholas Whitbeck, Chloé Legrix de la Salle
- **Access Capital Partners:** Benjamin Barrière, Paul Bekx, Clément Legrand
- **Indigo Capital:** Monique Deloire, Jean-Baptiste Lassaïgne

Sell-side advisors

- **Willkie Farr & Gallagher:** Christophe Garaud, Gil Kiener, Camille Barrabino, Marie Filippi
- **Transaction R:** Pierpaolo Carpinelli, Philippe Dubois de Montreynaud, Pierre Pessans-Goyheneix

Buyers

- **Motion Equity Partners:** Cédric Rays, Anthony Baudoin, Virgilio Arria, Bethsabée Msika

Buy-side advisors

- **8 Advisory:** Christian Berling, Joan Pulido, Guillaume Heral
- **Indefi x Singulier:** Julien Berger, David Toledano, Emmanuel Parmentier, Yannick Amida
- **Cabinet GCA:** Alexandre Gaudin, Aurélien Courty, Thomas Brillet
- **Cabinet Delaby Dorison:** Emmanuel Delaby, Romain Hantz, Alexandre Tardif
- **Cabinet MGG Voltaire:** Marijke Granier Guillemarre, Julien Delemarle
- **Marlborough Partners:** Romain Cattet, Charles Devevey, Philipp Neuner, Moulay Abdesslam Tahiri
- **Willkie Farr & Gallagher:** Thomas Binet
- **NG Finance:** Jacques Henri Hacquin, Marion Gillet

Management advisors

- **Jeausserand Audouard:** Carole Degonse, Léa Benedetti
- **The Silver Company:** Stéphane Argyropoulos
- **Arsene Taxand:** Franck Chaminade, Ludovic Genet

Atlasformen

- **Marc Delamarre**
- **Serge Lemarchal**

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