

# M53

## Press Release

### **Groupe M53 strengthens with the support of Yotta Capital, Épopée Gestion, SWEN Capital Partners, and BNP Paribas Développement**

**Montsûrs (53), November 14<sup>th</sup>, 2024 – Groupe M53, a specialist in Made in France selective sorting solutions, waste collection, and hygiene equipment, aims to leverage the expertise of its new shareholders in industrial competitiveness, digitalization, decarbonization, regional anchoring, and growth through acquisitions to support a new phase of its development.**

Building on over 130 years of experience, Rossignol, the historic company of **Groupe M53**, has established itself as a **key player** in the French market for urban furniture and hygiene. Since 2017, under the leadership of a trio of executives, Joël Bresteaux, Eric Fayol, and Jean-Christophe Pascual, the Group has strengthened its position with the complementary skills of two SMEs from the West, Buton Industries and Lebeau Moulages Béton (LMB). These integrations contribute to the Group's diversification and its strong position in the **selective sorting and urban furniture markets**.

Supported by UI Investissement teams since 2021, the Group now transitions to a new ownership under a quartet of financial investors comprising **Yotta Capital Partners, Épopée Gestion, SWEN Capital Partners, and BNP Paribas Développement**, a historical shareholder reaffirming its trust. Armed with their combined expertise in industrial competitiveness, decarbonization, regional development, and enhancing CSR performance, the Group's new partners will support the management in driving its growth strategy through both organic and external growth:

- (i) Strengthening its position at the heart of the **circular economy** by leveraging existing eco-designed product lines and the local value chain,
- (ii) Accelerating **international** expansion,
- (iii) Continuing the **digitalization of its offerings** and **industrial tools**.

In parallel, and as a direct application of this strategy, the Group relied on its new shareholders to **acquire MPS Toilettes Automatiques**, enhancing its industrial expertise and broadening the diversity and depth of its product lines in the hygiene market.

A European leader for over 30 years in the design, manufacturing, and marketing of public restrooms, the Landes-based SME, with a turnover of around ten million euros, stands out for its leadership in a niche market, its industrial mastery of stainless steel manufacturing, and its strong export orientation. The management trio aims to capitalize on these strengths and foster commercial and industrial synergies to ultimately enhance the Group's visibility.

For the three **managers** at the helm of **Groupe M53**, **Joël Bresteaux, Eric Fayol, and Jean-Christophe Pascual**

*"After a structuring partnership with UI Investissement and BNP Paribas Développement, it was*

*important for us to give a fresh impetus to our strategy, whether through organic or external growth. We are all particularly pleased to have met our new investors Yotta, Épopée, SWEN, and BNP Paribas Développement, who is renewing its trust in us for the second time.*

*For many years, we have been working with our teams to drive the group's growth based on values that are important to us: French expertise in the service of our clients.*

*The new challenges of the industries of the future, particularly in terms of decarbonization, were also significant challenges we wanted to tackle for the group. The support of our new partners will help us achieve this.*

*Together with all of the group's employees, we are putting our skills to work to achieve the goals set with all of our partners."*

**For Benoît Perrot, Founding Partner at Yotta Capital Partners**

*"We are delighted and proud to support Joël, Eric, Jean-Christophe, and their entire teams in this pivotal new phase for the Group, through our Yotta Smart Industry fund, backed by the Pays de la Loire Region via its Pays de la Loire Participations fund. Their strong and diversified position in the selective sorting and urban furniture markets, their industrial expertise, their regional roots in Pays de la Loire, as well as their commitment and proactive approach to ESG issues, were enough to convince us of the alignment with our industrial investment thesis. We are eager to support the realization of synergies generated by the acquisitions, the digitalization of their industrial tools, and, of course, the decarbonization of their operations."*

**For Aymeric Le Renard, Partner at Épopée Gestion**

*"Groupe M53 is a French industrial group established in our regions: Pays de la Loire, Centre-Val de Loire, and now Nouvelle-Aquitaine with the acquisition of MPS. We are convinced that the management's approach of maintaining manufacturing in France is the right one to best serve its clients. We will be by their side to continue and accelerate the development of a group that contributes to the challenges of our society, particularly through selective sorting."*

**For Laurent Ghilardi, Managing Director at SWEN Capital Partners**

*"SWEN Capital Partners, as a committed investor, focuses on supporting initiatives that reconcile industrial challenges with environmental responsibilities. By partnering with Groupe M53, specializing in urban furniture and selective sorting, we are making a tangible contribution, notably through our 'Territoires Innovants' range, to building more responsible and sustainable cities. We are convinced that the transition to sustainable urban spaces is not only essential but also beneficial for everyone."*

**For Julien Marronnier, Director of Investments at BNP Paribas Développement**

*"We are pleased to continue supporting Groupe M53 through this transfer transaction, which notably allows the management team to strengthen its stake in the Group following a successful phase of development. This transaction illustrates BNP Paribas Développement's ability to take a long-term approach by providing stable resources to companies and high-performing teams."*

### About Groupe M53

Groupe M53 brings together the companies ROSSIGNOL, BUTON INDUSTRIES, LEBEAU MOULAGES BETON, and more recently MPS TOILETTES AUTOMATIQUES. The group generates over €40 million in revenue with its manufacturing plants and 220 employees.

ROSSIGNOL, located in Mayenne near Laval, has been offering selective sorting solutions, urban furniture, hygiene products, and household bins for 126 years.

BUTON INDUSTRIES, located in Vendée, has been providing urban furniture solutions, restaurant terraces, and industrial subcontracting expertise for 121 years.

LEBEAU MOULAGES BETON, located in Bourges, has been producing concrete urban furniture, funeral products, and specific items for pond regulation for over 40 years.

MPS Toilettes Automatiques, located in the Landes near Dax, has been offering automatic toilets for over 30 years.

**For more information:** [www.rossignol.fr](http://www.rossignol.fr), [www.buton-industries.com](http://www.buton-industries.com), [www.lmbeton.com](http://www.lmbeton.com), [www.toilettes-mps.com](http://www.toilettes-mps.com)

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### About Yotta Capital Partners

Yotta Capital Partners is the leading Private Equity platform dedicated to industry and decarbonization. With 25 years of experience, its hybrid team consists of recognized professionals in private equity and highly skilled industrial profiles. Committed to the environment, Yotta Capital Partners invests in French industrial companies through two funds: Yotta Smart Industry, focused on small and medium-sized industrial enterprises, and Yotta Growth Industry, which supports industrial scale-ups. The Yotta platform provides strong support on modernization, growth, and decarbonization issues, helping companies navigate the fourth industrial revolution. Yotta Capital Partners is a member of IC 20 and has obtained the Relance Label and Tibi 2 certification.

**For more information:** [www.yottacapital.fr](http://www.yottacapital.fr)

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### About Épopée Gestion

Épopée Gestion is an investment firm co-founded in 2020 by Ronan Le Moal and Charles Cabillic, with the mission of developing regional economies by supporting long-term regional businesses, primarily based in Western France. Épopée Gestion, which became a "mission-driven company" in January 2024, aims to "reinvest in the regions" and foster regional champions through an inclusive investment ecosystem that revolves around four complementary verticals: innovation and digital (Xplore I, Xplore II), transitions for SMEs and intermediate-sized enterprises (Épopée Transitions I), sustainable real estate (Épopée Immo Rendement I, Épopée Hôtels I), and infrastructure and climate (Épopée Infra Climat I). The geographic focus of Épopée Gestion is expected to gradually expand in the coming years.

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### About SWEN Capital Partners

SWEN Capital Partners is a leading player in sustainable investment in private equity, infrastructure, and mezzanine debt, with over €8.3 billion\* in assets under management and advisement, and a team of more than 110 employees. The management company, owned by the Ofi Invest group (whose main shareholders are entities from the Aéma group: Macif, Abeille Assurances holding, Aésio Mutuelle) and Crédit Mutuel Arkéa, has always placed ESG & impact considerations at the heart of its approach, offering its clients innovative and sustainable investment solutions.

SWEN CP became a "Mission-driven Company" in October 2023, embodying our commitment and providing a structured framework to realize our long-term strategic vision.

SWEN CP supports entrepreneurs and its partners by providing guidance on social, environmental issues and sustainable value creation.

*\*amount of cumulative commitments*

**For more information:** [www.swen-cp.fr](http://www.swen-cp.fr)

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### **About BNP Paribas Développement**

BNP Paribas Développement, an autonomous subsidiary of the international banking group BNP Paribas, is a public limited company that has been investing its own funds for over 35 years as a minority shareholder to support the development of high-performing SMEs and intermediate-sized enterprises (ETIs) and ensure their sustainability by facilitating their succession. In addition to providing financial resources to ensure stable funding for the company, BNP Paribas Développement's mission is to support the management team over the long term in executing their medium-term strategic projects. Our minority position ensures that our partners benefit from appropriate governance without interference in day-to-day management, while also benefiting from the strength of a recognized group and the experience of a partner with a portfolio of over 500 diversified investments.

**For more information:** [www.bnpparibasdeveloppement.com](http://www.bnpparibasdeveloppement.com) | [www.linkedin.com/company/bnp-paribas-d%C3%A9veloppement](https://www.linkedin.com/company/bnp-paribas-d%C3%A9veloppement)

### **List of participants**

**Investors:** **Yotta Capital Partners**, Benoît Perrot, François de La Vigne, Nina Hervé; **SWEN Capital Partners**, Laurent Ghilardi, Léo Alvarez; **Épopée Gestion**, Aymeric Le Renard; **BNP Paribas Développement**, Julien Marronnier, Marjorie Loiseleur; **Managers:** Joël Brestaux, Eric Fayol, Jean-Christophe Pascual

**Sellers:** **UI Investissement**, Michel Deprez, Robert Le Roux, Julien Huberson, Charlotte Thomas

**M&A Advisory for Sellers:** **PAX**, Adrien Tourres, Simon Morin, Robin Aquilina

**Legal Advisory for Sellers:** **B Legal**, Gaspar Brule, **ORSAN**, Joris Chaumont

**Legal Advisory for the Company:** **CVS**, Pierre Lamidon, Sabrina Lemarie, Pauline Jolivet, Bleuen Geffray, Lucas Desiles

**Legal Advisory for Investors – Corporate:** **ACR**, Marie Hostiou, Emmanuelle Belland

**Legal Advisory for Investors – Tax:** **ACR**, Jean-Baptiste Marty

**Legal Advisory for Investors – Employment:** **ACR**, Sarah Tordjman

**Legal Advisory for Investors – Senior Debt:** **Agilys**, David Kalfon, Rabah Meddour

**Vendor Due Diligence (Financial):** **Exponens**, Matthias Collot, Chloé Silvestre

**Buy-Side Due Diligence (Financial):** **Eight Advisory**, Christophe Delas, Guillaume Roque, Théophile Dubois

**Buy-Side Due Diligence (Strategic):** **RSR**, Raphaël de Saint Romain, Tatiana Tran, Claire Elizalde

**ESG/Carbon Due Diligence:** **Carbone 4**, Mathias Rotellini, Jean-Yves Wilmotte; **Ethifinance**, Tessa Zaepfel, Salomé Martin

**Environmental Advisory for the Company:** **Nileo**, Mélanie Guesné, **SEREA**, Lauryne Hoffmann

**Managers, Valuation Advisory:** **Squareness**, Jérôme Fortin, Frédéric Meunier, Wiam Zerrik, Souhail Zouhal

**Senior Debt:** **Helia Conseil**, Lionel Milot, Delphine Guignard, **Arkea Capital**, Mickaël Chambon, Christophe Coz, **Caisse d'Épargne Bretagne Pays de Loire**, Sébastien Walkowiak, David Laidet, **Crédit Mutuel Maine-Anjou Basse-Normandie**, Mathilde Le Roy, **BNP Paribas**, Hugo Cotin, **BRED**, Charlene Fretay