



Press release

Paris, December 20th, 2018

Délices des 7 vallées joins Mademoiselle Desserts group

Founded in 1996, Délices des 7 vallées, manufactures nearly 700 skus of mini-doughnuts, mini-muffins, mini-tropéziennes... and the famous "Christmas Shells", speciality of the Hauts-de-France, in the north of France. The company sells its products to the retailers, the food service, the catering or even the air catering.

A little over 20% of turnover is made on export. The company, based in Tincques in Pas-de-Calais (62), now employs 300 people and has a turnover of 68 million euros.

Mademoiselle Desserts, European leader of manufacturing frozen premium pastries, has been offering to its customers, for over 30 years, a wide range of quality products, mainly private label. The group has 10 production sites, 6 in France, 3 in England and 1 in the Netherlands and employs 1,600 people.

This 20th of December 2018, Délices des 7 vallées joins the Mademoiselle Desserts group. Marien Gaynard, Managing Director of the company, will join the Board of Mademoiselle Desserts.

Didier Boudy, Chairman of Mademoiselle Desserts : « We are very pleased to welcome the teams of Délices des 7 vallées in the group. They have built this beautiful French success story for years. Our cultures and values are very close, bringing together human values, respect, commitment and passion on a daily basis. The products come ideally to complement our range of snacking. We are proud and eager to share this new adventure with Délices des 7 vallées ».

Antoine, Heunet, Chairman of Délices des 7 vallées : « The project proposed by Mademoiselle Desserts seemed to me in perfect harmony with the values and strategy of Délices des 7 vallées, both on the positioning of premium products and on the approach of human and industrial integration, predominant elements in our choice to sell the company. »

List of parties involved in the transaction :

Buyers

- * Mademoiselle Desserts : Didier Boudy, Hervé Jeanpierre, Guillaume Kremer
- * IK : Rémi Buttiaux, Diki Korniloff, Thibault Richard, Guillaume Veber
- * M&A Adviser : BNP Paribas - Marc Walbaum
- * Legal Advisers : Willkie Farr & Gallagher LLP : Eduardo J. Fernandez, Grégory de Saxcé
- * Financial Due diligence : PwC - Martin Naquet Radiguet

sellers

- * Délices des 7 vallées : Antoine Heunet, Marien Gaynard
- * Sagard: Antoine Ernoult-Dairaine, Saik Paugam, Maxime Baudry
- * Legal Advisers : Mayer Brown: Olivier Auboin, Renan Lombard-Platet
- * Financial Due Diligence : PwC – Katia Carow, Manil Bengana, Youssef Zizi

About Mademoiselle Desserts : www.mademoiselledesserts.com

About Délices des 7 vallées : www.d7v.fr

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