

# CASE STUDY

We get the deal done.

LBO FRANCE acquires BAOBAG

INDUSTRIALS

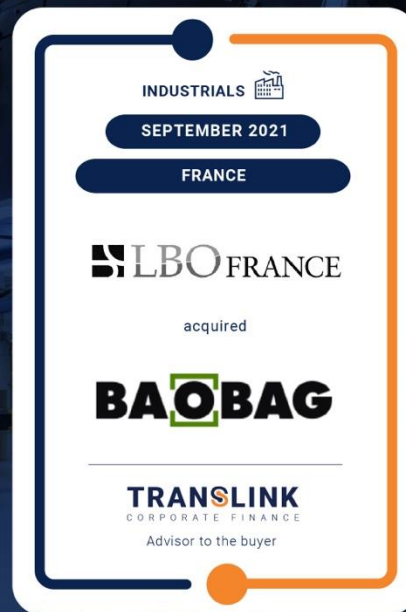


## TRANSACTION ANNOUNCEMENT

Translink advised LBO France on the acquisition of Baobag

LBO France is a French PE investor specialised in small-mid cap

Baobag is a distributor of big bags



### TRANSACTION HIGHLIGHTS

Translink Corporate Finance acted as the advisor to the owners of LBO France on the acquisition of one of the leading lights in the Flexible Intermediate Bulk Containers (FIBC) market, Baobag. Since inception, Baobag has exhibited robust growth, outperforming the underlying market, and has reached over €50 million in revenue. Thus, making it an attractive target for LBO France.

### KEY TAKEAWAYS

- LBO France, through its Small Caps Opportunities II Fund, has acquired a majority stake in the French company.
- Baobag, with BNP Paribas Développement, AfricInvest and the management team - the latter led by Fabrice Saffré to increase the company's position in its markets.
- The deal and management teams built a detailed SaaS financial model to shape the business plan. Translink, as exclusive advisor, managed the sales process, from preparing materials and engaging global buyers to running a competitive bid, due diligence, and contract negotiations.
- The transaction strengthens Translink's position as the leading investment bank in SaaS and technology M&A transactions in the Nordics.

**“Thanks to this operation, Baobag Group will achieve a turnover of €80m in 2022 and therefore become a major European and African player in the Big Bags market, while strengthening its position toward suppliers.”**

- Fabrice Saffré, President and CEO of Baobag Group

### DEALMAKERS

Jacques-Henri Rieme