



## Press release

Paris, 1<sup>st</sup> July 2006

# 21 Centrale Partners becomes the new majority shareholder of Interflora

21 Centrale Partners, led by Gérard PLUVINET and Alessandro BENETTON, organized a management buyout of the Société Française de Transmissions florales (SFTF), owner of Interflora brand in France, Monaco and the Overseas territories. Based in Lyon, the company provides a floral delivery service through a large network of local florists.

With a notoriety rate of over 90% and a network of 5 300 florists, Interflora is the reference on the floral delivery service market. Due to market growth and increasing internet public access, the company is continuously expanding its activity.

The current managers, Eric and Felix Hazak, keep their positions and hold an important part of the capital. Eric Hazak, as General Manager, will be in charge of developing SFTF in France. Felix Hazak, General Deputy Manager, will be in charge of the international division. 21 Centrale Partners, as a financial and industrial partner, will help them attain their goal of international expansion.

This change in capital allows the corporate sellers, led by Barclays Private Equity, to divest their stakes in the company's capital.

*“We have been attracted by SFTF’s organisation, the thoroughness and the motivation of the management team, as well as by the notoriety of Interflora, a company resolutely in touch with its clients.”* said **Gérard PLUVINET**, head of 21 Centrale Partners.

For **Eric and Felix Hazak** : *« Along with 21 Centrale Partners, we take a new step in the development of our company, both in France and internationally. We are confident about the outcome. »*

**21 Centrale Partners** is active in the French LBO Mid Market and invests in medium-sized companies (50 to 200 M in terms of turnover) looking for an international partner to accelerate their development. *21 Centrale Partners* is part of the European private equity group *21 Investimenti*, led by Alessandro Benetton and Gérard Pluvinet, which manages or advises around euro1 billion of assets.

**CONTACTS :**

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**21 Centrale Partners advisors:** Legal, fiscal and labor matters advisor : **Fidal** (Alexis Poinsard)  
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Strategical audit : **LEK** (Rémy Ossmann)  
Legal advisor : **Veil Jourde** (Jean Veil, Pierre Deval, Alexis Vozenin)

**Sellers' advisors** : Financial : **Aforge Finance** (Patrick Maurel, Valérie Pellereau)

**Financing :**

Senior debt : **CIC** (Benjamin Lobel, Laetitia Pfirsch)  
Mezzanine : **CIC Mezzanine** (François Petit, Guillaume Rico)  
Legal advisor : **SJ Berwin** (Colin Millar, Julien Guillevic)