

Communiqué de presse

Paris, 21<sup>st</sup> of November 2008

## 21 Centrale Partners signs an exclusivity agreement to buy the B2C activities of the listed group Jet Multimedia

**21 Centrale Partners**, in partnership with Eric Peyre and the management of Jet Multimedia have signed an exclusivity agreement with Jet Multimedia to acquire its French B2C and its international activities. The aim is to create a European leader in the editing and distribution of multimedia contents for mobile phones.

Following a successful phase of internationalisation in Spain, Poland and North Africa, the realisation of the transaction would allow the new group, which would own the Jet Multimedia brand, to benefit from 21 Centrale Partners, one of the most established private equity funds in the acceleration of its international development and in the creation of cross-border synergies in the middle and long-term.

**Gérard Pluvinet**, President of 21 Centrale Partners, announced: *«Having been the main shareholder of Jet Multimedia alongside Eric Peyre from 1994 to 2000, and having achieved a great success story in the Multimedia technologies, we are delighted to participate in this new project as it has a more international focus».*

**Eric Peyre**, President of the new Jet Multimédia group, declared: *«After a successful partnership with 21 Centrale Partners, we chose to work together again in order to develop and coordinate a new phase of growth of the activities of Jet Multimedia».*

Employee's representatives from Jet Multimedia were contacted in order to provide a preliminary agreement on the transaction, which will also be subject to the approval of the relevant financial authorities in terms of concentration law.

**21 Centrale Partners** is a private equity firm specialised in growth LBOs, which invests primarily in International mid-market companies. The company is part of the 21 Group, led by Alessandro Benetton and Gérard Pluvinet, which manages above one Billion Euros of assets.

[www.21partners.com](http://www.21partners.com)

**Buyer:** *21 Centrale Partners* (Gérard Pluvinet, President ; Henry Huyghues Despointes, Managing Director ; Antoine Vigneron, Associate) ; **Law firm:** *De Pardieu Brocas Maffei* (Jean François Pourdieu, Adrien Cadieux) ; **Financial due diligence:** *PwC TS* (Philippe Chavanne, Vincent Milhau) ; **Strategic due diligence :** *BluePrint Consulting* (Jérôme Schleicher)

**Seller:** *Jet Multimédia SA*

**Management:** *Jet Multimedia* (Eric Peyre, President);

#### CONTACTS PRESSE 21 CENTRALE PARTNERS

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