

21 FRANCE | JULY 25, 2011

21 FRANCE TO MAKE 2.8x WITH THE SALE OF INTERFLORA



21 Centrale Partners is pleased to announce the sale of Interflora, the European leader in flower delivery, boasting a renowned brand, an unrivaled network of 5,300 florists, as well as market shares of 60%.

Over the past 5 years, in partnership with 21, Interflora dramatically increased its internet presence through targeted marketing operations and strengthening of the consumer-brand relationship, allowing to double direct sales, now representing over 40% of orders.

Moreover, Interflora became the European leader through an ambitious build-up strategy leading to the acquisition of Interflora Spain in 2010.

These initiatives resulted in sales increase of close to 20% as well as an improvement of the company's operating margin, allowing to generate a return multiple of 2.8x investment cost.

Today, Interflora is ideally positioned to further consolidate its European leadership position, pursuing the expansion strategy initiated in partnership with 21.

G rard Pluvinet, Founding Managing Partner and **St phane Perriquet**, Managing Partner of 21 Centrale Partners commented: *"Following the realization of Vulcanic last week, Interflora is another prime example of how 21 drives long term value creation and accompanies successful growth stories alongside talented entrepreneurs".*

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> ABOUT 21 PARTNERS

21 Partners is an international private equity group dedicated to growth buyouts in the Italian, French, Swiss and Polish mid-markets. The group, led by Alessandro Benetton and G rard Pluvinet, manages some  Bn. 1.3 in funds. 21 Investimenti II (Italy) was launched in 2008 with total commitments of  M 283 and has completed seven investments to date of which one already successfully realized. 21 Centrale Partners (France) recently closed its fourth Fund at  M 380 and already completed four investments. www.21partners.com