

FCDE sells its interest in Marcel Robbez Masson

// Four years after helping Marcel Robbez Masson to acquire its main competitor Christian Bernard, FCDE is selling its interest in a transaction financed by the group's long-standing banking partners.

// This exit is a testament to the successful integration of the Christian Bernard assets, which have enabled Marcel Robbez Masson to double in size, bringing revenue above €100 million.

Paris, September 27th, 2021

Marcel Robbez Masson is the French leader in the manufacture of precious jewellery, thanks to its broad product range, targeting a wide array of customers (HBJO customers (watchmakers, jewellers and goldsmiths), independent consortia and large accounts) and the quality of its industrial and logistics facilities (in France, Portugal, Morocco, Vietnam and Italy).

FCDE acquired a stake in Marcel Robbez Masson in 2017 to help it structure and secure the takeover, under a transfer of assets plan, of its main competitor, Christian Bernard, a long-standing player in the French market, renowned for its designs, brand portfolio and the quality of its products. This transformative consolidation created an undisputed leader in the French precious jewellery industry, combining design, know-how and industrial excellence.

Four years after FCDE's investment, the integration of and upgrades to Christian Bernard's assets have been completed thanks to the strong commitment of the group's staff and have enabled the new group to double its revenue and EBITDA while maintaining a very sound financial position.

This impressive operational performance has been achieved thanks to the transformations undertaken by Marcel Robbez Masson, backed by FCDE. These include the integration of Christian Bernard, development of sales, ramp-up of industrial and logistics organisation and implementation of management tools commensurate with the group's new dimension.

Building on this success, Marcel Robbez Masson has embarked on an international expansion strategy.

With over €100 million in revenue, Marcel Robbez Masson is now well-placed to begin a new chapter in its development and become a European leader in precious jewellery.

Frank Robbez-Masson, CEO of Marcel Robbez Masson: "After this four-year experience, Marcel Robbez Masson is wholly-owned by the family again. We intend to push ahead with our development and seek out external growth opportunities. Ahead of the 60th anniversary of the company that my father formed, the arrival of my son Lucas to work by my side enables us to contemplate new challenges. We are very excited about the future".

Benoît Sellam, Managing Partner of FCDE, and Réjean Guern, Partner at FCDE : "We are thrilled to have been able to partner Marcel Robbez Masson at a pivotal time in its history. After pulling off an ambitious plan to consolidate the precious jewellery market, the group is now well equipped to seize new growth opportunities and assert itself as a jewellery leader in Europe."



About FCDE

Through its contribution in human and financial resources, FCDE (Fonds de Consolidation et de Développement des Entreprises) supports the development and transformation of high-potential businesses. It brings together the main financial institutions operating in France (Bpifrance, banks and insurance undertakings). FCDE is managed by Consolidation & Développement Gestion (CDG), an independent asset management company authorised by the French financial markets authority (AMF).
www.fonds-fcde.fr

About Marcel Robbez Masson

Formed in 1962, Marcel Robbez Masson has become the leading manufacturer of precious jewellery, thanks to its broad range of high-quality products, catering for a wide array of customers.
www.robbez.fr

Persons involved in the transaction

- Marcel Robbez-Masson: Frank Robbez-Masson, Guy Dunis
- FCDE: Benoît Sellam, Réjean Guern, Clémence Dhombres
- Legal counsel to FCDE: Weil, Gotshal & Manges LLP - Frédéric Cazals
- Legal counsel to the company: Alcya Conseil – Laurent Simon, Antoine Thel

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