

## FCDE sells its equity stake in Weyou to EMZ Partners

**// FCDE today announced the sale of its equity stake in Weyou to EMZ Partners. Romuald Gadrat, Weyou's incumbent Chairman, is reinvesting alongside EMZ.**

**// Since 2015, FCDE has invested a total of nearly €16 million in Weyou's equity to secure its independence and support its strong growth path.**

**// This exit reflects the value created by FCDE, alongside Romuald Gadrat, who has been able to implement his strategic vision and deliver an impressive recovery.**

*Paris, 16 October 2019*

Founded in 2000, Weyou is a key player in the organisation of medium-sized professional exhibitions in France. With its 18 BtoB exhibitions in Paris and Cannes, more than 3,000 exhibitors and 200,000 visitors, and the launch of one to two exhibitions per year, Weyou is now one of the most dynamic companies in its sector. Weyou has a portfolio of exhibitions that are leaders in their respective industries, including Heavent Paris, Heavent Meetings, Workspace, Workplace Meetings, Marketing & CRM Meetings, IT Meetings, Educatec, E-Marketing & Stratégie Clients, and Security Meetings. In five years, Weyou has become the leading organiser of "one-to-one" exhibitions under the "Meetings" brand.

Weyou is the result of the spin-off of the UK group Tarsus Group Plc in September 2015, led by the incumbent Chairman, Romuald Gadrat, and supported by FCDE. Since it first became a shareholder, FCDE has invested a total of nearly €16 million in Weyou's equity to secure its independence and support its strong growth path: since 2014, Weyou's revenue has grown organically by an average of 18% per year, supported by the development of the "Meetings" exhibitions and the very good performance of the traditional exhibitions.

After having achieved an IRR of 72% on the first transaction (2015-2017), FCDE achieved an IRR of 89% on this second transaction (2017-2019), thereby demonstrating the significant operational and strategic value creation.

**Romuald Gadrat, Chairman of Weyou:** "We would like to thank the FCDE team for their trust and active support over the past four years, which has enabled us to gain our independence and make a success of this great entrepreneurial project. We are delighted to be continuing together with EMZ Partners."

**Amélie Brossier, Managing Partner of FCDE:** "Right from 2015, we have believed in the unique ability of Romuald and his team to offer a value proposition that is attractive in its market and different from that offered by the major players in the sector. It is this unique ability that is responsible for the exceptional growth trajectory over the past four years. EMZ is now the ideal partner to enable Romuald and the Weyou Group to continue this rapid progress."

**Julien di Marco, Partner at FCDE:** "We are delighted to have backed Romuald Gadrat and his team over the past four years. Weyou has been able not only to adapt its portfolio of traditional exhibitions over the years, but also to conceive and develop the powerful growth driver represented by the "meetings" exhibitions, and to digitalise its group with the implementation of specific tools (Weyou Matchmaking and Weyou Analytics), which have strengthened the group's strategic value. Following a competitive dual track sale process, EMZ Partners has been able to put forward an attractive offer to all Weyou shareholders."

### **About FCDE**

Through its contribution of human and financial resources, FCDE (Fonds de Consolidation et de Développement des Entreprises) supports the development and transformation of high-potential French SMEs and mid-caps. 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).

### **Participants in the transaction for the Seller**

- Weyou: Romuald Gadrat and Thierry Duhamel
- FCDE: Amélie Brossier, Julien Di Marco and Jules Bosser
- Bank advising the Sellers: Wil Consulting (Jacques Ittah and André Haïk)
- Financial advisers to the company: KPMG (Wilfrid Lauriano Do Rego and Romain De Bisschop)
- Legal counsel to the company: Racine (Luc Pons and Bruno Laffont) and Arsène Taxand (Frédéric Teper and Olivier Janoray)
- Legal counsel to FCDE: LPA-CGR (Philippe Raybaud and Wyssam Mansour)

### **Press contacts**

#### **FCDE**

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