

## **SYCOMORE CORPORATE FINANCE ADVISES WONDERBOX AND ITS MAJORITY SHAREHOLDERS ON THE ACQUISITION OF SMARTBOX**

**June 7th, 2022**

Wonderbox has announced to its employee representatives a project to acquire Smartbox, except for its British subsidiary, from the family office Otium Capital.

Founded in 2003 by Pierre-Edouard Stérin and managed by Paola Pianciola since the end of 2020, Smartbox is the European specialist in experience gift boxes (€387m in sales in 2021) and has recently expanded into the booking of packaged weekends with the brand Weekendes. The Group has been managed since 2013 by Otium Capital, Pierre-Edouard Stérin's family office.

Founded in 2004 in France by Bertile Burel & James Blouzard, then joined by Fabrice Lépine in 2007, Wonderbox is a key player in the leisure market, operating in 4 complementary sectors: gift boxes, gift cards, activity booking and incentive platforms. Wonderbox is present in 13 countries through more than 20 brands and has a portfolio of 140,000 leisure activities and stays through its 23,000 partners. In 2021, the Group generated a business volume of €240m.

For several years, the experience and leisure market has been facing important structural changes with an increase in the number of players and an increasing digitalization of offers. This acquisition project would open up great prospects for the two companies, which, by joining forces and combining their expertise, would be able to:

- Accelerate the digitalization of their offer, a crucial growth driver for the future
- Expand the distribution of their innovations (gift cards, Supercard, incentive platform...)
- Accelerate the development or penetration of new markets, particularly in North America and Europe

The project was presented on May 24th, 2022, to the employee representatives of both companies and is currently subject to an information-consultation procedure. It will then be submitted to the Market Authorities in the coming weeks.

Until the approval of the Market Authorities, Wonderbox and Smartbox will pursue their activities independently and according to their own strategy.

In the context of this transaction, Sycomore Corporate Finance acted as financial advisor to Wonderbox and its majority shareholders. The transaction team comprised Olivier Barret, Mofdi Gassoumi, Marion Pouchain, Stanley Auvray and Malo Grosso.