



The French group LAURALU joins forces with the Finnish company HALLIX to complement its expertise and accelerate its European expansion

Lyon (France), Wednesday 2nd of June 2021 - The LAURALU Group, designer, manufacturer and installer of modular structures, announces its acquisition of a majority stake in the capital of the Finnish company HALLIX, a company specialising in the design, marketing and installation of dismountable structures used for storage, logistics and production workshops.

Based in Kokkola, Finland, HALLIX was founded in 2019 by experts in medium and wide span semi-permanent constructions. Only two years after its creation, the company now has a turnover of more than €3 million and plans to double its activity in 2021.

This acquisition will enable the LAURALU group to expand its range of products by integrating wide span, highly-technical structures in its offer, meeting the highest market standards.

The deployment in Finland is also an opportunity for the group to welcome new international profiles that will further accelerate growth outside of France. After the opening of subsidiaries in the United Kingdom and Spain, the LAURALU group will now expand its activity in Austria and Scandinavian countries including Norway, and continue its rapid development. Since the arrival of Evolem in the capital, back in December 2018, the Lauralu group will have doubled its turnover, with €25 million expected in 2021, and increased its installed rental fleet by almost 70%.

Olivier HOHN, CEO of the LAURALU-HALLIX Group, states: *"this acquisition immediately allows us to expand and strengthen our range of unique and innovative dismountable and semi-permanent buildings. It is also an opportunity to extend our reach accross Northern Europe. The expected technical, commercial and geographic synergies should enable the Group to achieve a €50 million annual revenue within 3 years"*.

Jussi LAMPELA, CEO of Hallix, adds : *"joining the Lauralu project allows us to complete the product range of both Companies and enables us to grow rapidly and profitably. We are now in a position to meet all our customers expectations very extensively. Our products are of great interest in Europe, and I believe we will achieve our growth target within 3 years."*

Sandrine ESCALEIRA, EVOLEM partner, concludes: *"Olivier HOHN and his team have placed LAURALU in a particularly remarkable growth path. HALLIX and Jussi LAMPELA, its manager, have also shown a sense of rapid development since the recent creation of the company. This new acquisition will therefore give us the opportunity to further strengthen this momentum of joint expansion in France and in Europe"*.



Stakeholders of the operation

Buyers: LAURALU (Olivier HOHN, Tarquin HEATH), EVOLEM (Sandrine ESCALEIRA, Victor d'HEROUVILLE, Francois NOIR,)

Legal advice for buyers: Ernst & Young (Tommy HOLMSTRÖM, Reino HYVÄRINEN, Sanni NEVALA)

Buy-side Financial DD: Ernst & Young (Timo REIJONEN, Joe RISPOLI)

Buy-side Legal, Fiscal and Social DD: Ernst & Young (Sakari HELMINEN, Raimo HIETALA, Ossi KÄRNÄ, Sanni NEVALA)

Sellers: Jussi LAMPELA, Teemu KELA, Eero KAINUA, Kari HERRONEN, ALAVESA Holding Oy

Legal advice for sellers: HH Partners (Martin VON WILLEBRAND)

About LAURALU

Founded in 1998 and located in Saverdun in Ariège (France), Lauralu was taken over in 2014 by Olivier Hohn, former Managing Director of Spaciotempo (structures and grandstands division of the GL Events group). In just a few years, this sector expert has driven the transformation from a purely sales based business towards a rental business model while expanding internationally with the opening of subsidiaries in the United Kingdom and Spain. Lauralu has established itself as a major player in France and now in Europe in the manufacturing and rental of metal-textile structures market.

About EVOLEM

A family office created in 1997 by Bruno Rousset, founder of April insurances, Evolem's mission is to nurture sustainable initiatives in favour of entrepreneurship, employment, education and the environment. A catalyst for initiatives, Evolem now has 22 employees and relies on its threefold entrepreneurial, family and civic roots to promote a responsible vision of its business. As a long-term shareholder and partner, Evolem supports SMEs to turn them into mid-sized companies, supports start-ups in establishing their model, and more broadly, supports projects with a philanthropic dimension.

Since its creation, Evolem has supported more than a hundred companies, which today represents 5,700 jobs and nearly €700 million in aggregate turnover.

www.evolem.com

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