



Press Release

Lyon, December 18th, 2020

Interflora France Group acquires Interflora Italy

MyFlower, the holding company of the Interflora France group, announces the acquisition of Interflora Italy.

After the previous acquisitions of Interflora Spain and Interflora Denmark, this new transaction is part of the strategy consisting in consolidating the Interflora brand in Europe within the MyFlower group.

The group now operates the Interflora brand in France, Spain, Portugal, Italy, Denmark, Luxemburg, Iceland and Romania, and has also extended its offer to personalized online gifts through the acquisition of Cadeaux.com.

Interflora Italy is the clear market leader in the flower transmission segment in Italy and benefit from a network of over 1,400 florists. With the support of its two investors, LFPI and Montefiore Investment, Interflora France will bring its European and digital experience to Interflora Italy in order to accelerate its growth and develop its expertise in e-commerce.

Eric Ledroux, CEO of the Group, declares: *"We are very excited to welcome Interflora Italy and Romania, which benefit from a leading position in their territory, through the strength of the brand and the long-term relationship with the network florists. This operation completes our coverage of Southern Europe countries; the group now has more than 9,000 florists in 8 countries who deliver over 4 million bouquets and gifts each year"*.

About MyFlower:

MyFlower is the holding company of the Interflora France group operating the Interflora brand, leader in floral transmission in Europe, which also owns the online "pure-player Bebloom", as well as "Renaud Distribution", leader in distributing supplies to florists, and cadeaux.com, the leader in online distribution of personalized gifts.

To know more www.interflora.fr

About LFPI:

The LFPI group is one of the leading independent and multi-strategy alternative asset managers in Europe with more than 5 billion euros under management invested in private equity (midcap), private debt, real estate as well as asset management (equities and bonds) in Europe and North America, through 7 offices and over 100 investment professionals. LFPI has announced the acquisition of Meeschaert (6 billion euros of AUM) which is still subject to regulatory approvals by ACPR and AMF.

To know more www.lfpi.fr

About Montefiore Investment :

Founded in 2005, Montefiore Investment is a specialist fund for the French services industry. Over 15 years, the company has demonstrated its ability to turn French SMEs into true European champions. Thanks to its strong sector experience and knowhow, Montefiore Investment successfully supports companies in their growth projects and their development. Its track record makes it one of the key mid-market private equity players in France. Based in Paris, Montefiore Investment manages over €2 billion of assets, through investments of €20 - 200 million per company. Its investments include: Interflora, Voyageurs du Monde and Isabel Marant.

Montefiore Investment is also developing a complementary specialist real estate investment business. For further information: www.montefiore.fr

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Seller / Buyer

Sellers	Interflora Italy	Sandro Braghettoni
Buyers	MyFlower	Eric Ledroux Chrystel Milbert
	LFPI	Fabien Bismuth Philippe Mordo
	Montefiore Investment	Eric Bismuth François de Maillard

Seller advisor

Legal	GMAP	
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Buyers advisors

Financial	EY	Lucia Mazzuero Andrea Demichelis
Legal	Dentons	Antonella Brambilla Filippo Frabrasile
	Frieh Associés	Emmanuel Scialom