

Press Release

Ergon-backed Looping acquires West Midland Safari Park

Brussels, 20 December 2018 – The Looping Group (“Looping”), backed by Ergon Capital Partners (“Ergon”) and Bpifrance, announces that it has completed the acquisition of West Midland Safari Park (“WMSP”) from SafariWorld Holdings Limited.

Located in the Worcestershire, at a 45-minute driving distance from Birmingham (UK), WMSP is a regional wildlife park with a safari-drive-through and a pedestrian area, as well as some attractions. It recorded sales of approximately £17 million and attracted around 700,000 visitors this year.

WMSP is the fifteenth park and second park in the UK for Looping. It is the fourth add-on acquisition since Ergon entered as the new anchor investor of the Group, after the acquisition of the German attraction park Fort Fun in April 2017, of the French wildlife park Zoo de La Flèche in November 2017 and of the Portuguese aquatic park Amarante last December.

Laurent Bruloy, CEO of Looping, commented: “After acquiring the Zoo de la Flèche last year, we are pleased to welcome another flagship wildlife park such as WMSP, one of the most visited safaris in the UK, in our portfolio and its team in our group. We believe that our expertise in wildlife parks and our important investment plan over the next years will help WMSP reach its full potential”.

Wolfgang de Limburg, Managing Partner of Ergon, added: “Ergon is enthusiastic about this fourth strategic add-on acquisition by Looping which will reinforce its exposure to the wildlife segment, one of its four key pillars. We look forward to acquiring additional sites to further reinforce Looping’s position as a Pan-European leader in the regional amusement parks market”.

About Looping

Created in 2011, Looping is a leading operator of regional amusement parks in Europe. The group consists of 15 parks located in France, Switzerland, Netherlands, UK, Spain, Portugal and Germany. Proforma of the acquisition of WMSP, Looping will count around 4.3 million visitors per annum for a turnover in excess of €100 million.

For more information on Looping, please visit www.looping-group.com.

About WMSP

Located in the Worcestershire, at a 45-minute driving distance from Birmingham (UK), WMSP is a regional wildlife park with a safari-drive-through and a pedestrian area, as well as some attractions. It recorded sales of approximately £17 million and attracted around 700,000 visitors this year.

For more information on WMSP, please visit www.wmsp.co.uk.

About Ergon

Ergon Capital Partners (“Ergon”) is a mid-market private equity investment company with ~€1.0 billion under management backed by family-controlled Groupe Bruxelles Lambert, through its fully owned subsidiary Sienna Capital, as cornerstone investor, and selected European institutional investors. Ergon is a disciplined and discreet value investor, which provides “patient and friendly capital” to entrepreneurs and managers, who need capital and industrial solutions to accelerate the development of their companies. Ergon makes equity investments from €25 million up to €75 million in leading companies with a sustainable competitive position in attractive niche markets located in the Benelux, France, Germany, Italy, Iberia and Switzerland. Ergon is advised by Ergon Capital Advisors which has offices in Brussels, Paris, Munich, Milan and Madrid. Since its inception in 2005, over successive investment programs, Ergon raised ~€1.5 billion, invested in 20 companies (of which 6 in the Benelux, 2 in France, 3 in Germany, 7 in Italy and 2 in Spain) and has completed 41 add-on acquisitions for a total aggregate transaction value in excess of €3.5 billion. Ergon’s current portfolio consists of 9 companies in various sectors encompassing luxury, specialty retail, industrial manufacturing and services, healthcare, media, leisure and gastronomy.

For more information on Ergon visit www.ergoncapital.com

About Bpifrance

Bpifrance is the French national investment bank: it finances businesses – at every stage of their development – through loans, guarantees, equity investments and export insurances. Bpifrance also provides extrafinancial services (training, consultancy) to help entrepreneurs meet their challenges (innovation, export, etc.).

For more information, please visit: www.bpifrance.fr and presse.bpifrance.fr - Follow us on Twitter: @Bpifrance - @BpifrancePresse

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