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SELL-SIDE DEAL

COTEP joints CIBEST GROUP

Industry sector: Dynamic Signage Solutions

Date: July 2021



COTEP (€6m turnover) is the French leader in real-time traveler information displays

Founded in 1957, COTEP is a dynamic signage comprehensive solutions designer and manufacturer. Its innovative projects developed with its hardware (dynamic monitors) and software (display software and supervision platform) address various sectors : transportation industry (train/bus/marine stations and airports), education, as well as for corporations, administrations or factories.

The company headquartered in Paris employs 30 people. Its production plant, operating on over 21.527 sq ft in Douvrin, in the Hauts-de-France region, where over 3000 dynamic signage products are designed and manufactured each year for a total of 20,000 screens, will be able to subcontract some productions on behalf of CIBEST.

The company was hold for over 7 years by Florence and Olivier Bouis who have invested heavily in the renewal of the product offering, product studies based on the eco-conception concept, a powerful dynamic signage software supervised with an e-monitoring platform and compatible to any ERP database.

CIBEST GROUP (€15m turnover, 80 people), specialized in embedded solutions for public transport operators.

Founded in 1987 in Besançon (France) and initially focused on publishing software mainly in the ticketing sector (Flowbird and Ubitransport), CIBEST rapidly expanded its range of products and services offers with newer and more diverse solutions for public transport operators: video surveillance, passenger counting, rear vision video systems, and passenger information. The company currently provides complete and integrated solutions to more than 300 clients in France and abroad.

This operation will enable CIBEST to complement its offering and to position itself on a complementary sector to its own - the real-time traveler information business - and to further its development in Europe.

The complementarity of the offers of the two companies will make it possible to respond to increasingly global calls for tenders, integrating both ground-based and on-board solutions, and to leverage design and production synergies.



The group has opened an office in London and intends to continue its development combining organic and external growth focused on European countries with similar transport market to France, such as Italy, Spain, Portugal and the UK.

This acquisition is the second transaction for CIBEST, after the acquisition four years ago of Eolane, its main competitor as part of a spin-off.

CIBEST could also make other acquisitions in order to add new technological bricks for onboard systems, other ground-based solutions, but also additional development resources.

CIBEST GROUP remains majority-owned by its chairman, Jean-Michel Favaro, supported in this new acquisition project by BPI France, BDR Invest and BNP Paribas, the group's historic bank. The group may soon welcome an investment fund to its capital to implement its strategy.

LINKERS acted as sole Financial advisor to the Vendor:

Sell-side advisors:

Financial: LINKERS (Didier Busquet)

Legal: DS Avocats (Thibaud Forbin, Pauline Pontier)

Buy-side advisor:

Legal: BPS Avocats (Olivier Pittet, Virginie Hugel)



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