

Case study: CMAI – Puertas Castalla & Puertas Sanrafael

Key takeaways

INDUSTRIALS



Basic info

October 2020

Spain | Belgium

CMAI

Has acquired

PUERTAS
SANRAFAEL

CASTALLA
PUERTAS

TL TRANSLINK
CORPORATE FINANCE

acted as advisor to the buyer

Deal takeaways:

A deal with a target that had gone through unsuccessful previous discussions with other potential buyers and with a complicated alignment of interests and perceptions of its shareholder base, required an extremely well structured process, extensive communication, patience and good local

interaction and
understanding

Transaction announcement

Translink CF advised CMAI from France, with the sourcing and the acquisition of 100% of the capital of Puertas Castalla & Puertas Sanrafael Group, in Spain (October 7th, 2020)

Dominique Engasser, CEO of CMAI, said: *In the last years CMAI group has been diversifying its businesses in order to transform the French leading company in sliding doors into a major European actor in interior fitting out and carpentry. After the acquisitions of Agem (2015) and Quadro (2018), the integration of Sanrafael and Castalla enables the group to make a significant additional step in the implementation of this strategy. All the group's businesses will benefit from the complementary product offerings for their home markets and will be able to promote global offerings for our export markets. Additionally the companies have very similar DNA, primarily focused on quality, service, and made to measure capacities, as well as customer proximity, humility and "can do" mindset, which will naturally enable prompt integration. With this acquisition the group is creating a tremendous platform for the future. We are very grateful to Translink and especially to Jose Maria Banus for his excellent work in order to make things happen.*

Deal summary

- The transaction was announced on October 7th, 2020
- The CMAI group brings together the companies Sogal, Agem and Quadro. With all of its brands and offers for tailor-made home interior fittings, it is the French leader in its markets. The CMAI group has been supported since 2018 by Intermediate Capital Group (ICG), its main shareholder.
- Founded in 1986 and 1989, Sanrafael and Castalla develop, produce and market in Spain and internationally, decorative interior doors of all types of medium and high-end finishes intended for residential or tertiary environments.
- This merger creates a new European Group, with 1,100 employees and a consolidated turnover of around € 140m (2019). It will enable CMAI to acquire the know-how and resources necessary to pursue its growth strategy in the field of interior doors in France, successfully initiated in 2018.
- Translink was able to engage a hesitant shareholder base in Castalla&Sanrafael Group of the merits of the integration in CMAI and the benefits for shareholders, management teams and employees alike.
- Translink coordinated the post MOU due diligence process and advised in the negotiation of all the key terms of the share purchase agreement during 2020 COVID situation.
- Translink's ability to bridge the valuation expectations of both parties and constantly reassure the sellers of the buyer's sincere intentions to execute the deal as agreed in the MOU, made a deal possible in a situation where delaying the transaction was an attractive option for the sellers.