

MBO of the SITOUR Group by ARGOS SODITIC : A new growth dynamic for the leader in point-of-purchase equipment

Paris, 10th May 2006 – Acquisition of the SITOUR Group by the investment funds advised by ARGOS SODITIC, accompanied by the Management team.

Founded and developed by Claude Cholet, Maurice Chicard and their families, with the support of financial investors, the **SITOUR Group** is a major actor in the strongly expanding universe of point of purchase equipment, in France and in Europe. **With 40 years of experience to its credit, the Group today employs more than 180 people and has a turnover of 30 M€ (2005).** Based on solid competence in the sector of accessories for electronic labels, **SITOUR is at the origin of the innovative ELECTROLINE range.**

Philippe Ecran, the Group's new CEO, notes that « SITOUR is positioned as the leader in supports for electronic labels. It offers its clients a dramatization range or other communication accessories tailored to meet their specific needs ».

Through the MBO of the SITOUR Group, **ARGOS SODITIC aims to accompany the Management team in its plan to develop new markets**, notably through **external international growth.**

Gilles Mougnot, Chairman of ARGOS SODITIC, comments that *« together with its highly active network of partners, the recent launching of SITOUR's « e-pop » (European Point of Purchase) marketing concept reinforces the Group's ability to make its mark in Europe.»*

SITOUR is the first investment undertaken by ARGOS SODITIC's new Euroknights V funds.

Based on this new impetus, the SITOUR Group intends reaffirming its founding principles, which are to :

- Offer a complete range of products recognised for their quality and practicality ;
- Guarantee high quality service and commercial reactivity to all its clients : retailers, advertisers, manufacturers, convenience stores and international chains ;
- Pursue its policy of innovating, accelerated in recent years, and the launching of new products on the market ;
- Accompany its national clients in their European and Worldwide development via the Group's distribution network.

SITOUR in brief :

- One of the leaders, in a **strongly growing market**, of point of sale display material ;
- Founder of and (until 2004) shareholder in **SES**, one of the world leaders in electronic labelling for gondolas ;
- In 2006, the **ten millionth electronic label** will be fixed to supports created by SITOUR.

About ARGOS SODITIC :

Founded in 1989, ARGOS SODITIC is an independent European Private Equity firm with offices in Paris, Geneva and Milan. ARGOS SODITIC **has developed an original investment strategy centred on taking equity stakes in companies where close cooperation between the financial investors and the management is required** (MBI, spin-off, reorganisation, build-up). ARGOS SODITIC invests in mid-sized companies (with revenues of 20 to 400 M€), in which the funds advised by ARGOS SODITIC (400 M€) take a majority stake per transaction of between 5 and 50 M€. The target companies must be strongly positioned in their market and have real growth potential : **ARGOS SODITIC seeks to create value through the development of its portfolio companies rather than through financial leverage.** ARGOS SODITIC has equity stakes in Buffet Crampon, Roc-Eclerc Group, Du Pareil au Même and Kermel in France, Sparco and CH&F in Italy, and Maillefer and ORS in Switzerland..

For further information, please consult our web site : www.argos-soditic.com

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