



Paris, 23 January 2023

Press release

Simpliciti, a technological partner of “smart territories”, spreads its wings with the support of Omnes’ majority shareholding

Omnes is supporting Simpliciti's leadership, Maxime Bérard (Chairman and CEO) and Arnaud de Régis (Deputy CEO), in becoming independent from family-owned mid-cap Groupe Berto. The final completion of the transaction is subject to the prior authorisation of the competent merger control authority, and is scheduled for February 2023.

Founded in 1994 and based in Aix-en-Provence, Simpliciti has some 135 employees and posted revenue of €20 million in 2022. The Group offers software solutions, embedded hardware and advisory services.

Simpliciti provides business solutions for the waste collection and mobility sectors (school transport, on-demand transport and PRM solutions). It works directly with local authorities or private representatives who provide essential services for citizens. As the only player covering the entire value chain within these verticals, Simpliciti has a reach of over 30 million people in Europe and Africa.

The Group intends to drive growth through innovation and acquisitions in France and abroad supported by a recurring business model and a rapidly expanding market. Simpliciti positions itself as, among other things, a key player in the gradual introduction of incentive pricing (an adjustment of household refuse collection charges according to the volume of waste produced to encourage households to sort their waste and produce less of it).

In 2022, Simpliciti became a “*Société à Mission*” (company with a mission) to formalise its commitment at local level to promoting a circular and more inclusive economy through innovative technological solutions.

Maxime Bérard, Chairman and CEO of Simpliciti: *“We are proud of how far we have come at Groupe Berto, which has invested in us and supported us through all these years. Since 2019 in particular, we have managed to build on our foundations and complete three acquisitions, thus taking the first steps in our strategy. We are pleased to welcome our new shareholder Omnes while also retaining Norbert Zoppi and Pierre-Yves Berto as shareholders and Groupe Berto as a customer. This new stage should allow our teams to achieve ambitious goals and ultimately have an impact on communities through the use of technology to accelerate adoption of mechanisms that promote better behaviour.”*



Etienne Chemel, Chief Investment Officer, Omnes Mid Cap team: *“We are delighted to support Maxime and Arnaud, two ambitious young entrepreneurs, in their project to become independent and grow the business. This carve-out will enable Simpliciti to structure the business, expand in France and abroad, and become a platform for consolidation. The Omnes team, supported by our Senior Advisor Corinne Lepage, was won over by the project and by the Group's positioning as a business that harnesses technology to support the environment, the community and the circular economy. This approach fits in perfectly with our commitment to creating non-financial value.”*

Stéphane Roussilhe, Partner and Head of the Omnes Mid-Cap team: *“Simpliciti is the third investment for our Croissance 5 fund, and this carve-out is a good example of our investment strategy: structuring a primary LBO alongside high-quality managers, and international scaling of an innovative Group with ESG at the heart of its business model.”*

Norbert Zoppi, Chairman of the Management Board of Groupe Berto: *“Simpliciti has done a great job since it was taken over in 2007. Its journey is symbolic of our deep entrepreneurial culture. Going forward, this transaction will enable both Groupe Berto to continue investing heavily in its core businesses and Simpliciti - and in particular its management team - to pursue its strategy to the full, supported by the Omnes teams and armed with the resources to meet ambitious goals.”*

Stakeholders

Omnes, Mid Cap Growth Capital & Buyouts

Stéphane Roussilhe, Partner
Etienne Chemel, Chief Investment Officer
François Bernon, Principal
Aubrey Stewart-Quinquis, Associate

Advisory

Buyside legal advisors and tax structuring: Hoche (Grine Lahreche, Audrey Szultz, Jérôme Mas)
Buyside M&A advisors: Etxe Finance (Romain Petit)
Buyside financial advisors: Advance Capital (Thomas Récipon, Mathieu Gibaud)
Buyside strategic advisors: Neovian Partners (Patrick Richer, Theo Petitjean) and Huglo Lepage Avocats (Corinne Lepage)
Buyside ESG advisors: Indéfi (Emmanuel Parmentier, Zoya Bragina)
Sellside M&A advisors: Lincoln International (Ludovic Rodié, Côme De Las Cases, Guillaume Frantz)
Sellside legal advisors: PLMC (Pierre Pujol)
Advisors to the managers: Jeausserand Audouard (Carole Degonse) and Coruscans (Benjamin Lobel, Florian Pascaud)
Senior debt: CEPAC (Lucie Hausberg, Amarande Chauchard-Tillie), BPMED (Boris Mitelman), LCL (David Paquin)
Interest rate hedging advisors: Kérius Finance (Sébastien Rouzaire)



About Omnes

Omnes is a leading private equity and infrastructure investor. With over €5 billion in assets under management, Omnes provides companies with the capital they need to finance growth, in four key areas: Venture Capital, Growth Capital & Buyout Transactions, Infrastructure and Co-Investment. Omnes is wholly owned by its employees. It is committed to ESG issues and has set up the Omnes Foundation to fund initiatives to support children and young people. It is a signatory to the United Nations Principles for Responsible Investment (PRI). www.omnescapital.com

About Simpliciti

Simpliciti provides software, embedded hardware and consultancy services for waste collection and mobility businesses. Headquartered in Aix-en-Provence, Simpliciti is a *Société à Mission* (public benefit enterprise) and is certified as a Positive Workplace.

<http://www.simpliciti.fr/>

About Groupe Berto

Founded in 1963 by Emile Berto, the company of the same name is now the French leader in industrial vehicle rental with or without drivers and offers a specialised smart services platform for people, equipment and flows management optimisation. The Group operates through 82 locations in nine countries and employs more than 4,700 people, with consolidated revenue of €450 million in 2022.

<http://www.groupe-berto.com/>

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