

PRESS RELEASE

Eurodatacar is acquired by its management team in a Leveraged Buyout backed by AtriA Capital Partenaires

Paris, 19 September 2001

Eurodatacar announces the completion of its leveraged buyout by its management team led by Jean-Baptiste Demoustier, and backed by AtriA Capital Partenaires.

The Group

Eurodatacar is the French leader of car-window engraving and supplementary insurance coverage against theft for car dealers and individuals.

Co-founded in 1987 by Jean-Baptiste Demoustier and Denis Patout, Eurodatacar rapidly directed its sales efforts towards car manufacturers and their networks of dealers in a period when the industry was dominated by insurance companies.

Its positioning as a service provider to the car manufacturing and distribution industries, together with its offering of supplementary insurance policies, enabled the Group to grow organically and through acquisitions, and to become the leader in its domestic market with partnerships with 30 car manufacturers including Peugeot, Citroën, VAG, Ford, Opel, Mercedes, BMW, Seat, etc.

A history of the Group is set out in Appendix 1.

Markets

The French market for car-window engraving took off at the end of the eighties when French insurance companies prescribed it as anti-theft accessory. Engraving the windows with the serial number enables stolen cars to be identified in spite of changed number plates or paintwork. This offer was later enriched with value-added services and supplementary insurance policies for car dealers and individuals.

Management

The buyout team, led by Jean-Baptiste Demoustier, one of the two founders of the Group in 1987, includes the Group's top management. They now control approximately 33% of the equity.

This team has successfully developed the group since its creation.

The LBO transaction

The buyout of the group was arranged by AtriA Capital Partenaires, one of the leading French private equity teams dedicated to middle market companies. Atria Capital Partenaires is now the controlling shareholder of the Group along with IDIA Participations and Régions Expansion. Euromezzanine arranged the mezzanine financing and Crédit Agricole d'Ile de France arranged the senior debt.

Strategy and outlook

Given the market growth expected by its management, Eurodatacar plans to double its activity over the next five years. Therefore, AtriA Capital Partenaires has secured a solid financial structure.

The team led by Jean-Baptiste Demoustier aims to achieve this expansion by reinforcing its leading position in France and developing further services and supplementary insurance policies for both the car distribution industry and individuals.

Jean-Baptiste Demoustier, Chairman of the Management Board of Eurodatacar, said: « It is a privilege to be associated with AtriA Capital Partenaires, who were able to complete our transaction in less than 45 days, from the kick-off meeting to closing of the deal. Over and above their efficiency, we have been enthusiastic to see to what extent they shared our objectives to improve our sales performance and customer service. It was essential for the success of our strategy for us to team up with a financial partner who was as interested in the operational teams and marketing strategy as in the financial results.»

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APPENDIX 1

CORPORATE HISTORY

In 1987, Jean-Baptiste Demoustier and Denis Patout create Grav'minute, a company distributing a window-engraving kit to car dealers and car servicing stations. This kit was not certified by insurance companies nor approved by car manufacturers.

In 1988, the Group acquires TAF and creates SNTAF (Société Nouvelle de Tatouage Automobile Français), a company that distributes to car dealers a window-engraving system certified by insurance companies. The Group's marketing strategy refocuses on car dealers and manufacturers rather than on insurance companies.

In 1990, the Group launches two supplementary insurance services including a franchise buyback policy for car dealers, and a brand new value policy for individuals. Synergie, a dedicated insurance broker is created to manage these two products.

In 1991, the Group acquires SARL Michel, a company that distributes window-engraving systems under the brand *Personal Car*. These products are certified by insurance companies and approved by such car manufacturers as VAG, Seat, Fiat.

In 1993, the Group simplifies its corporate structure and concentrates all its brands into one.

In 1994, Eurodatacar acquires Assistance Prestations, a company that distributes window-engraving systems under the brand *Marquage Antivol*, and whose products are certified by insurance companies and approved by such car manufacturers as Peugeot and Mercedes. Assistance Prestations controls a subsidiary, AGAV, which distributes its products under the brand *Auto Gravure Antivol* and is approved by Citroën.

In 1997, Eurodatacar acquires INTA, a company that distributes window-engraving systems under the brand *Identification Nationale de Tatouage Automobile* and is approved by Peugeot, Opel, Toyota and Rover. During the same year, Eurodatacar is acquired in an LBO transaction.

In 1999, the Group gathers all its businesses in its corporate headquarters based in Villeneuve d'Ascq under the corporate name Groupe Marquage Antivol Eurodatacar.

In August 2001, Eurodatacar is acquired by its management team in an LBO transaction backed by AtriA Capital Partenaires.

APPENDIX 2

AtriA Capital Partenaires

AtriA Capital Partenaires was founded in 1999 by the former team of CFI, one of the oldest French private equity firms, to invest in middle market companies (€15m to €150m turnover) either in leveraged buyout (LBO) or development capital transactions.

AtriA Capital Partenaires manages €200m of capital for institutional investors through both CFI (which it advises) and AtriA Private Equity Fund, a closed fund.

AtriA Capital Partenaires operates with nine investment professionals and is controlled by its management team. Its independence enables a rapid decision process on each investment opportunity.

AtriA Private Equity Fund was raised with capital provided by sponsors UI and Capital Z Investments, a range of leading French and international institutions and a number of entrepreneurs.

In its first twenty months of activity, AtriA Private Equity Fund has invested in the 10 following transactions:

- **Bel'm**, leading French manufacturer of high-end front doors (Revenues €27.4 million, CEO : Yann Rolland, LBO).
- **Rivard**, one of the main manufacturers of trenchers and sewer cleaning vehicles (Revenues €28.2 million, CEO : Désiré Renaud, spin-off from Trouvay & Cauvin in an LBO transaction).
- **Pelé**, French granite processing specialist for tombstones and the building industry (Revenues €36.6 million, CEO : Mr. Jean-Luc Hennebelle, LBI).
- **Texavenir**, French leader in insurance claim assessment (Revenues €40.4 million, CEO : Christian de Belair, build-up financing).
- **Multipap**, a major French player in securitised printing (Revenues €64 million, CEO: Maurice Papot, build-up financing).
- **Cletral**, world leader in twin screw extruders for agro-applications (Revenues €35.8 million, CEO : Georges Jobard, spin-off from Framatome in an LBO transaction).
- **Métal Déployé – Krieg & Zivy Industries**, world leader in wire-mesh cable trays (Revenues €90 million, CEO : Xavier de Froment, spin-off from Vallourec in an LBO transaction).
- Eurodatacar, French leader car-window engraving and supplementary insurance coverage against car theft (Revenues €22.3 million, Chairman of the Management Board: Jean-Baptiste Demoustier, LBO).

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