

Press release

Pramex International has advised Clean Co on the selling of its shares to the French group Atalian in Morocco

Paris, 19th November 2015

The shareholders of the Moroccan SME Clean Co, specialized in cleaning and security services, have sold 60% of their shares to Atalian group, one of the leading independent providers of outsourced services for companies in France.

Pramex International team has advised them on this key project in Morocco.

Founded in Tanger (north of Morocco) about 15 years ago, Clean Co provides cleaning and security services to companies. These activities, organized around four legal entities, generated in 2014 a consolidated turnover of 75 million Dirhams (about 7 million Euros) for a workforce of 2 000 cleaners and security gards. The company has a portfolio of about 140 clients, mainly composed of subsidiaries of multinational companies and leading Moroccan firms, mostly located in Tanger area.

Atalian group is an independent leading provider of outsourced services for companies, with more than 25 000 clients in both private and public sectors. Today, its services revolve around several fields : cleaning, security, security, multi-technical and facility management, reception, green spaces, construction and now also energy management. In 2014, the group generated a turnover of 1,3 billion Euros for a workforce of 65 000 employees.

With this acquisition, Atalian group proceeds with its growth strategy in Morocco, which began on 2011 with the purchasing of VIP Global Services.

Deal's advisors:

- Seller financial advisor: Pramex International (Hicham Sobhi in Casablanca, Jérôme Dupas in Paris)
- Legal advisor: Miguel Guerrero Acosta Firm
- Acquisition audit advisor: Accousil RSM Firm

About Pramex International

Pramex International, a subsidiary of Groupe BPCE, the second-largest banking group in France, is the leading French consulting firm for international development and transactions, dedicated to small- and mid-caps.

Through its Corporate Finance service, Pramex International offers its clients its expertise, both in France and abroad, with respect to several types of operations marking the steps of a company's life relying on two major assets :

- *In Paris, a team of ten Corporate Finance professionals working closely with its consultants across French regions,*
- *In 13 countries, an integrated operational network of 15 offices composed by more than 100 multicultural consultants specialized in the various disciplines of Small & Mid Caps business development.*

Pramex International professionals rely on a unique know-how offering solutions for each phase of the international expansion, from the definition of the strategy right through to its operational implementation, with a long-term approach which is key to our clients' success.

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