



VACALIANS ANNOUNCES THE ACQUISITION OF THE AMAC GROUP, LEADER ON THE SEGMENT OF HIGH-END CAMPING-CLUBS AND WITH THIS OPERATION CONSOLIDATES ITS PLACE OF FIRST GROUP IN THE OUTDOOR ACCOMODATION MARKET IN EUROPE.

Montpellier-Sète, 20 June 2018 • While the takeover of the Dutch company VACANCESELECT - SELECTCAMP has just been completed, VACALIANS continues its development with the announcement of the acquisition of the AMAC Group, formerly known as COMPAGNIE DE BEL AIR. AMAC will complete the TOHAPI holiday brand portfolio with 8 sites 4 & 5 stars, and 3,800 pitches. The transaction is not subject to authorisation by the French competition authorities and will transform sustainably the profile of the group, which becomes the top European operator for camping and outdoor (in terms of turnover, number of destinations, number of pitches and customers).

The three salient points of the operation:

- **VACALIANS leadership consolidation**, now number 1 in the outdoor accommodation market in France and Europe with its turnover (245 million pro forma 2017), its number of destinations (1,400 sites, including 58 owned), its number of pitches (+30,000) and its customer database (29 million online visitors and 3 million customers),
- **Creation of a new collection of high-end camping-clubs** which will bring together all the exceptional sites of the **VACALIANS** group under the **AMAC** brand, with exclusive offers of premium and personalised services,
- **Strengthening direct distribution**, which now stands at 70% of the group's turnover, in a perfect balance between France (50%) and the rest of Europe (50%).

VACALIANS is advised by Oddo BHF Corporate Finance, Clifford Chance, Baker McKenzie, Roland Berger and PWC Transaction Services.

AMAC is advised by Natixis Partners, Willkie Farr & Gallagher, M.H.R.



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The new profile of Vacalians:

The acquisition of **AMAC** comes concurrently with the takeover of **VACANCESELECT-SELECTCAMP** by **VACALIANS**, validated by the authorities of Dutch, German and Austrian competition, on June 19th, 2018. These two operations allow **VACALIANS** to assert its number one position in the sector in France and Europe. Thus the **VACALIANS** group becomes the only multi-country, omni-channel and omni-segment operator in Europe. A unique and most resilient profile on the market.

The activity of **VACALIANS** is now divided between a core business of **Camping Operator** (50% of the turnover), a second business activity of renting out **Mobile Homes & Glamping Tents** at partner sites (34% of turnover) and a third business of **Distributor of Holiday stays (On Line Camping Agent)** for independent campsites (15% of turnover), BtoB services representing less than 1% of the activity.

Thanks to this organic and external dynamic development since its creation in 2003, the company reaps the highest average annual growth rate in the sector and has increased its turnover by 2,5.

Christophe ALAUX,
Chairman of the Board of Vacalians,
comments on the main points of the operation:

«The acquisition of **AMAC** strategically complements **VACALIANS**'s brand portfolio on high-end products, the most dynamic segment in tourism. This operation comes concurrently with the acquisition of **VACANCESELECT-SELECTCAMP**, and consolidates **VACALIANS**'s position as leader, number one in our industry. The group has now a very resilient business model on the market: a comprehensive brands' portfolio, the largest range of products and services, and a unique distribution and loyalty platform in Europe. **VACALIANS** is perfectly positioned to pursue its development».



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Sami RIFAÏ,
CEO of AMAC, concludes:

«This operation is a great opportunity for the further development of the **AMAC** brand. We have developed over the years a unique positioning in the high-end segment of the outdoor accommodation market. **VACALIANS**'s strength and expertise in direct distribution, as well as its current portfolio of high-end sites, will reinforce and accelerate the development and the awareness of the brand in France. This is the perfect match for the two groups with great prospects ahead».

ABOUT VACALIANS

THE EUROPEAN LEADER OF OUTDOOR ACCOMMODATION

- 1400 camping destinations distributed in 19 countries
- 58 own campsites, 4 franchisees, 250 partner campsites, 450 affiliated campsites
- 31,000 own pitches
- More than 3 million clients per year
- 1,400 campsites members of the group purchasing and referencing center
- 32% annual growth in average since the creation of the group

*Figures including AMAC

VACALIANS is the leader of outdoor accommodation market and is the only player active in the 3 main sectors of the market: « Stay », « Distribution », and « Services », thanks to its unique brand portfolio with especially **CAMPINGS TOHAPI**, **CANVAS HOLIDAYS**, **VACANCESELECT** and **GAIN**.

VACALIANS is active in 8 countries and covers 100% of outbound markets (France and North Europe) and 100% of inbound markets (of witch France, Spain, Portugal, Italy and Croatia).

VACALIANS has an adapted offer for more than 75% of customer requests observed on internet.

VACALIANS has been part of the consolidation of the market since the beginning and plays now a key role in the fast-growing outdoor accommodation industry. Thanks to its innovative vision of camping and its capacity to leverage the full potential of its brand, **VACALIANS** holds #1 position in Europe, covering all the different activities within the industry: camping operator, distributor, sales of mobile homes, BtoB services.

The group relies on a European team of more than 2,000 professionals.



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LEARN MORE ABOUT VACALIANS:
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