



Montefiore Investment invests in Interflora

Paris, April 24, 2015. Montefiore Investment, a private equity fund specialized in French SMEs operating in locally supplied services (LSS), announces the acquisition of Interflora with LFPI.

Interflora is the undisputed leader of floral transmission in France and Spain, with more than 2 million bouquets sent in 2014. A significant and increasing share of its turnover is made on the Internet, responding to the new consumer needs.

Eric Bismuth, President of Montefiore Investment, said: "This operation illustrates perfectly our Focus & Growth strategy to accelerate growth and expansion in France and international market of our portfolio companies. We have in-depth experience in the development of companies carried by the Internet and are delighted to have the opportunity to accompany the Interflora group and its management growth project to create new consumption opportunities and further strengthen the customer experience, in partnership with the florist network."

Eric LEDROUX, CEO of Interflora, added: "After 4 years of strong growth on the Internet, our new shareholders will enable us to continue our digital strategy and growth through the development of a scalable gift offer. We will also continue our marketing investments to strengthen our brand and offer new services to our network of 7,000 florists in France and Spain."

This transaction is the first investment of Montefiore Investment in 2015, after a record year in 2014, during which three new investments, six build ups on portfolio companies and three exits had been realized.