

Advini and Cordier by InVivo move toward strategic merger

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Advini Group and Cordier by InVivo announce entry into exclusive negotiations to merge certain activities

This merger, sought by both groups, fits perfectly into a strategy of brand, product range, and sales network complementarity. It would allow Advini to strengthen its position in the Bordeaux region with the Cordier brand and enter the sparkling wine market with Café de Paris. Additionally, Advini's export activities would be enhanced through Cordier's distribution subsidiaries and presence in the Netherlands, Belgium, the United States, Canada, South Africa, and Japan.

Advini would benefit from a wider and more diversified portfolio of prestigious brands, as well as a stronger distribution network with consolidated revenues over €320 million, 65 per cent of which is internationally generated.

Terms and Timeline of the Operation

The merger of capital interest between the two companies would primarily take the form of an asset contribution from Cordier by InVivo to Advini. Following this operation, InVivo would become a key shareholder in Advini, alongside the Jeanjean family and Antoine Leccia, chairman of Advini's board of directors. After the operation, they would keep an absolute majority of Advini's capital.

Before the signing of any definitive agreement, this project would be submitted for information and consultation to employee representative bodies, as well as the competent bodies of both groups. This operation would also be accompanied by an information document detailing the transaction and its impact on Advini Group, which would be reviewed by the AMF.

The parties aim to close the transaction by March 31st of next year.

According to Antoine Leccia, chairman of the board of directors at Advini: "This merger would allow us to accelerate Advini's growth, enter the dynamic sector of sparkling wines and low-alcohol wines, and expand our international distribution network, which would benefit all our wine houses. The new entity we would create would also enable us to achieve significant commercial synergies and increase the profitability of our group. The presence of Thierry Blandinières and InVivo on Advini's board would be an additional assurance of strength and vision to reinforce Advini's leadership in the wine industry."