



Basic info

June 2021

France / Spain

acquired 100% of the shares of

TL TRANSLINK
CORPORATE FINANCE
Advisor to the buyer

Deal takeaways:

- Translink Corporate Finance identified the target and lead the one-to-one discussion

Deal maker:

- Marc Irisson

Transaction announcement

2021 – 07 – 06 (Madrid, Spain)

The merger of these two entities confirms CECOP position as the world's leading independent opticians' buying group. According to Benjamin Zeitoun: "Our complementarity and our commitment to independent opticians are our main common points. CECOP's international base will clearly allow Cercle Optique to develop its business model and strengthen its offers.

While CECOP demonstrates its ability to adapt in each country, the opticians in our network will be able to take full advantage of the collective international intelligence. We will be able to offer the best in terms of services, support and commercial conditions."

According to Jean de Contades, Managing Director of CECOP: "This alliance represents a significant step towards unlocking our full potential in Europe. Cercle Optique will complement our current offer and together we will be able to engage more effectively with our members and partners, whatever their characteristics and origin, in order to improve the performance of their businesses." From now on, Jean and Benjamin will work together to develop and position the group as a reference in the French market. With Cercle Optique and its team, "we want 1 + 1 to be 3", adds Jean de Contades.

Deal summary

- The transaction was announced on July 8, 2021
- The CECOP group, created by Jorge Rubio 25 years ago, has just signed an alliance with Cercle Optique, created in 2009 by Benjamin Zeitoun and Xavier Ktorza. CECOP enters the French market with the objective of making Cercle Optique a key player in the sector thanks to an unprecedented synergy of skills and resources.

"This alliance represents an important step towards unlocking our full potential in Europe. Cercle Optique will complement our current offering and together we will be able to engage more effectively with our members and partners, whatever their characteristics and origin, to improve the performance of their businesses" explains Jean de Contades, CECOP's Executive Director.

"After two acquisitions in the USA led by our US office at Translink, we are very pleased to have participated in this strategic operation for the CECOP group. Our client has thus gained its first foothold in the French market, the largest in Europe, and has joined forces with a very dynamic target. Together with CECOP, we keep on looking at new opportunities in France. This transaction illustrates well how Translink CF can help its clients complete successfully their M&A strategy across the globe", adds Marc Irisson, in charge of this transaction for Translink CF France.