

# CASE STUDY

## WE GET THE DEAL DONE

The CECOP group acquired Cercle Optique

HEALTHCARE



### THE DETAILS:

JUNE 2021

FRANCE | SPAIN



acquired



Translink Corporate Finance identified the target and led the one-to-one discussion in CECOP's 100% acquisition of Cercle Optique.

### KEY TAKEOUTS:

Having previously advised on two acquisitions in the US, this transaction illustrates well how Translink CF can help our clients successfully complete their M&A strategy across the globe.

### DEAL MAKERS:

Marc Irisson

### TRANSACTION ANNOUNCEMENT:

The CECOP group, created by Jorge Rubio 25 years ago, signed an alliance with Cercle Optique which was 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.

### SUMMARY:

- The transaction was announced on July 8, 2021.
- After two acquisitions in the USA led by our US office at Translink, this is CECOP's first foray into the French market, which is the largest in Europe.
- The merger of these two entities confirms CECOP's position as the world's leading independent opticians' buying group.

**"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."**

**Jean de Contades, CECOP's Executive Director**