

Press release – November 2024



MG Habitat, a specialist in energy-efficient solutions for private customers, joins the Butagaz group, a major player in the energy sector in France

INSTALLATION OF ENERGY EQUIPMENT



acquired 100% of the capital of



2024



- MG Habitat, founded in 2017 by Monty GODFREY, specialises in the installation of energy-efficient solutions in the Grand-Ouest region. Based in Saintes, the Company also has branches in Angoulême, Niort and soon in Ambarès-Lagrave, enabling it to operate in five departments in the Grand-Ouest: Charente, Charente-Maritime, Deux-Sèvres, Vendée and Dordogne.
- With more than 65 employees, the company offers self-consumption solutions through the installation of photovoltaic panels, as well as high-performance heating equipment such as air-water heat pumps, thermodynamic hot water tanks and dual-flow ventilation systems.
- RGE (Reconnu Garant de l'Environnement) certified, with QualiPV, Qualibat, QualiPAC, QualiBois and RGE Ventilation+ certifications renewed every year, as well as being an agent for the MaPrimeRénov' and CEE government schemes, MG Habitat specialises in reducing energy consumption in homes.
- Each installation is customised to meet the specific needs of individuals, with the watchword being a balance between fair price and irreproachable quality.

- The Butagaz Group, and its parent company DCC plc, quickly positioned itself as a natural buyer as part of the process put in place by Societex Corporate Finance.
- Indeed, since 2017, the group has been undertaking a strategy of diversifying its offerings and services towards local energy transition throughout France. Following the acquisition of SLER in September 2023, a specialist in eco-energy solutions, the integration of MG Habitat will enable the Butagaz group to extend and strengthen its activities in this area.
- The acquisition of MG Habitat is fully in line with the 'Cleaner Energy in your power' strategy pursued by DCC Energy and illustrates the group's desire to help more than 5 million customers find affordable and more sustainable energy alternatives, by offering them tailored solutions to control their energy consumption and reduce their environmental impact.

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Our advisory role

- SOCIETEX CF was commissioned exclusively by MG HABITAT's shareholders to find strategic partners willing to support the company's next phase of development.
- A competitive process was put in place, demonstrating the interest of many players in the ecosystem.

Client testimonial

"Following the recommendation of my accountancy firm, FIMECO, I contacted Societex for the sale of MG Habitat. I particularly appreciated the professional and human approach, the fluidity of exchanges and the defence of my interests throughout the process. Societex really played its role as advisor from the beginning to the end of the assignment by being a source of proposals and solutions!"

Monty GODFREY, MG Habitat CEO

Team SOCIETEX CF



Yoann SUZANNE
Mission Director
yoann.suzanne@societex.com



Thomas BEURAIN
CEO
thomas.beurain@societex.com



Ali DRISSI
Analyst
ali.drissi@societex.com



Solène FRADIN
Analyst
solene.fradin@societex.com

Stakeholders

Sellers

- **MG Habitat** (Monty GODFREY)
- **Advisors :**
 - Finance advisor : SOCIETEX CF (Yoann SUZANNE, Thomas BEURAIN, Ali DRISSI, Solène FRADIN)
 - Legal advisor : ADVEO (Emmanuel WIPLIER, Joséphine LALOUS)

Buyers

- **Groupe BUTAGAZ** (Julien LEGRET, Emmanuel TRIVIN, Sophie ALMEIDA)
- **Advisors :**
 - Legal advisor : Eversheds Sutherland (Alexandre Morel, Jade HUARD)
 - Financial due diligence : PwC (Philippe SERZEC, Guillaume DE RANCOURT, Arnaud YGUEL, Jessica NGO)
 - Legal, social due diligence: PwC Société d'Avocats (Fabien COTTE, Franck DAVID, Stéphane HENRION, Frédéric CAUVIN, Bernard BORRELY, Luana HIGINO BALBINO)

Thomas BEURAIN
CEO
(+33) 6 12 89 33 45
thomas.beurain@societex.com

Yoann SUZANNE
Mission Director
+33 (0)6 78 59 49 93
yoann.suzanne@societex.com

SOCIETEX is an investment corporate finance company founded in 1952. As a member of Adviso Groupe, SOCIETEX CF specialises in advising on company mergers and acquisitions, fund raising, valuation and financial engineering in France and abroad.