

Press release – March 2023



The shareholders of TEAMAXE, a major independent player in the distribution of motorbike accessories in France, join forces with SADEM GROUP

Motorbike equipment



acquired 100% of the
sharecapital of



Advised by



- Created in 2006, TEAMAXE specializes in the distribution of motorbike accessories and equipment. The company started up its journey with the opening of a 650 sqm flagship store on Paris' avenue de la Grande Armée, nearby the Arc de Triomphe. To these days, it remains one of the largest accessory shops in the capital city.
- The company progressively expanded its footprint with a total of 9 additional sales outlets: 6 in France and 3 in Andorra.
- TEAMAXE distributes a wide range of products selected from the offerings of more than 100 partner brands that covers the needs of motorcyclists, off-roaders and two-wheel enthusiast in general.
- The company has resolutely developed its digital platform and adopted a multi-channel commercial approach the years, synching-up its network of shops with an e-shop, click&collect services and corporate accounts' management.
- In addition to BtoC customers, TEAMAXE has developed its business with state authorities, players in the motorbike ecosystem (eg: motorbike schools and taxis), as well as corporate accounts.

- SADEM GROUP has positioned itself within the framework of the competitive process set up by Societex Corporate Finance. This transaction allows SADEM GROUP to significantly strengthen its territorial coverage by leveraging from TEAMAXE's outlet network and team.

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Our consulting mission

- SOCIETEX CF has been exclusively appointed by the shareholders of the TEAMAXE Group to look for strategic partners willing to support the next phase of the company's development. A competitive process was set up, materializing the interest of many French and international players of the ecosystem.

Client testimonial

"Selling your company is always a turning point. It is at this moment that you know whether you have surrounded yourself well or not. The Societex team played a big role in the completion of the operation. Their presence was crucial at all stages. We had defined a detailed profile of the buyer that would best sustain employments, and this aspect of the deal was successful too. Societex: professional and human! Thank you once again for your assistance."

David CHAMPAGNE

SOCIETEX CF team



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Participants

Sell-side

- **TEAMAXE** (SEVEN, AGUERIA, Financière MACE and Pascal POUGET)
- **Advisors:**
 - Transaction: Societex (Thomas BEURAIN, Elie ACHDDOU, Ali DRISSI, Babacar NDAW-BASTIEN)
 - Legal: Conorton avocats (Florence CONORTON)

Buy-side

- **Sadem Group** (Denis POUYET)
- **Advisors:**
 - Legal: ID3 (Gildas ROCHER, Sébastien DAMBRE)
 - Financial: Exco Accounting (Thierry POUYET) and Cobex Accounting (Nathalie CLEMENT)