

**DATE**

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**SECTORS**

Consumer, Leisure & Retail

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



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# DC Advisory advised LFPI and Montefiore Investment on the sale of MyFlower to PAI Partners



## Background

- Founded in 1908, MyFlower is a leading direct-to-consumer European flower and gift digital platform operating under the iconic Interflora brand in France, Denmark, Iceland, Italy, Luxembourg, Portugal, Romania and Spain
- Under the ownership of LFPI and Montefiore Investment, MyFlower has turned from a French floral transmission player into a leading pan-European gift digital platform
- Historically specialised in floral transmission, MyFlower has developed its accessory and gift offering through both organic and external growth, while relying on a successful

digital transition, with online orders which now exceed 80% of the group's revenues

- In addition to Interflora, MyFlower benefits from a portfolio of leading complementary gifting brands meeting multiple customer needs, including:
  - BeBloom, a direct-to-consumer flower and gift website
  - Cadeaux.com, a leading player in online personalised gifts and;
  - Chocolats-louis.com, a nascent chocolate and gourmet products boxes website.
- Together, these brands generate approximately 30 million visits online every year and have delivered around 4 million flower bouquets and gifts to customers across Europe in 2020 leveraging Interflora's network of c.9,000 affiliated florists

### **Process**

- DC Advisory (DC) was engaged by LFPI and Montefiore Investment to advise on the sale to PAI Partners
- In December 2020, PAI Partners entered into exclusive negotiations for the acquisition of a majority stake in MyFlower

### **Outcome**

- PAI Partners aims to provide MyFlower with the means to consolidate its leadership position, further expand across Europe, strengthen customer experience and improve digital capabilities
- The acquisition of MyFlower remains subject to customary regulatory approvals and is expected to be completed in Q1 2021
- This transaction further illustrates DC's expertise in the retail & consumer space, specifically in direct to consumer digital platforms