



Employees
2,100
(approximate)

 **Planasa**
INNOVATION IN PLANT VARIETIES

www.planasa.com

Innovation in plant varieties

Acquired

January 2018

(Signed in 2017)

HQ

Spain

(global operations)

How we create value

The acquisition of Planasa is another example of the strength of Cinven's sector and country model. Cinven's Consumer team had spent considerable time identifying components of the value chain in the food and beverage sector that are set to benefit from the increasing consumer trends towards health and wellness. Through Cinven's Iberian team, Planasa was identified as well placed to capitalise on these long-term trends, including the strong growth in global berry consumption, underpinned by an increased consumer focus on health and wellness as well as healthy snacking and convenience.

The business is an attractive primary investment opportunity, given its market-leading position and excellent growth over the past five years. Cinven will support Planasa in leveraging its strong R&D capabilities to develop its attractive pipeline of new product categories, and it will work with management to optimise and further professionalise the business's global operations. Cinven will pursue a targeted buy and build strategy, building on Planasa's successful track record of making add-on acquisitions, and it will look to further internationalise the business into new, high-growth geographies.

Developments in 2017

The acquisition of Planasa was signed in October 2017 and completed in January 2018. The company has made a good start with strong commercial momentum in key products. Cinven is working closely with Planasa's management team to implement a series of initiatives to drive growth, with a number of operational improvement programmes underway.