

Mayfair Equity Partners backs the buyout of atHome Group

- Mayfair has backed management in a majority buyout of atHome Group
- atHome is the market leading online real estate and auto classifieds platform in Luxembourg
- The company has delivered annual revenue growth of around 20% since 2017
- Mayfair investment will allow the company to continue to invest in innovative features and services for both consumers and customers, as well as providing the company with additional capital for expanding into adjacent verticals, either organically or via acquisition

24 February 2020; United Kingdom and Luxembourg: Mayfair Equity Partners (“Mayfair”), a buyout and growth capital investor providing capital to dynamic businesses in the TMT and Consumer sectors, is pleased to announce that it has backed the management buyout of atHome Group (“atHome”). atHome is the market leading online real estate and auto classifieds business in Luxembourg. The transaction sees Mayfair acquire a majority shareholding in atHome alongside the existing management team led by Soufiane Saadi, while Oakley Capital (“Oakley”) will retain a minority stake. Oakley originally invested in atHome in 2017 alongside Casa.it in Italy.

Founded in 2001, atHome has achieved a market leading position in the online real estate classifieds market in Luxembourg supporting the growing consumer demand for online classified portals that serve their property needs. In recent years, atHome has successfully expanded into adjacent verticals, including auto classifieds and mortgage broking. Today, atHome operates the real estate and auto websites atHome.lu and Luxauto.lu, as well as atHomeFinance. Mayfair’s investment will allow the company to continue to invest in innovative features and services for both consumers and customers, as well as providing additional capital for expanding into adjacent verticals, either organically or via acquisition.

Since 2017, atHome has successfully delivered annual revenue growth of around 20%, which has been supported by a number of macro trends in the Luxemburg market including growth in GDP per capita, population and sustained consumer demand for housing.

Daniel Sasaki, Managing Partner at Mayfair Equity Partners, said: *“Soufiane Saadi and his team have built a market leading business that caters to every stage of the property and auto lifecycle. By providing the most comprehensive platforms for both property and auto, as well as real estate agents and car dealers in Luxembourg, coupled with its specialist financial services offering, atHome is well positioned to continue its successful expansion. We look forward to working closely with both the management team and Oakley for the next phase of growth.”*

Soufiane Saadi of atHome, said; *“Consumers across the European market are seeking swift and insightful information and services. With Oakley’s support we have been able to develop a market leading business. We are delighted to count Mayfair as our newest partner to assist us as we explore new and exciting opportunities to take our business to the next level.”*

CMS acted as legal counsel to Mayfair.

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About Mayfair Equity Partners

Mayfair Equity Partners is a buyout and growth capital investor providing capital to dynamic businesses in the TMT and Consumer sectors. Its primary focus is on building strong partnerships with exceptional management teams. Mayfair is an investor in OVO Energy, a high-growth tech-enabled challenger brand in the energy space, YO!, a multi-brand multi-channel sushi platform with operations across the UK, Canada and the US, SuperAwesome, a global high-growth digital marketing business whose technology platform enables brands and agencies to deliver kid-safe digital advertising to under-thirteen audiences and Pixomondo, the VFX house behind the Emmy-winning HBO series Game of Thrones and the Oscar-winning 2011 film Hugo, as well as seven other promising growth businesses.

About atHome

atHome Group operates a portfolio of online classifieds portals, which are the leading choice for consumers in Luxembourg, as well as providing solutions to users from the bordering regions in France, Germany and Belgium. Founded in 2001 and headquartered in Luxembourg, the Group owns portals in real estate (atHome.lu) and automobile (Luxauto.lu), as well as the first online mortgage broking service in Luxembourg (atHome Finance).

atHome is a leading digital group, whose purpose is to serve the consumer needs and support them in some of their most important purchases by making the process simple and efficient to find their home, obtain financing, buy a car.

About Oakley Capital

Oakley Capital is a Western Europe-focused private equity firm with over €3 billion of assets under management. Oakley invests in mid-market companies across the region within three core sectors – Consumer, Education and Technology, Media & Telecoms (TMT).

Oakley is able to deliver differentiated investment opportunities and superior returns by leveraging its entrepreneurial mindset and deep sector expertise. The Oakley team works closely with a unique network of entrepreneurs and successful management teams to help source primary, proprietary opportunities and gain valuable insights into the businesses in which it invests. Its ability to overcome complexity, and a flexible approach to value creation, allow Oakley to support its portfolio companies to achieve sustainable growth.

To date, Oakley has completed 34 investments and is currently investing its fourth fund.