



French PE investors team up for strategic acquisition of leading DIY and home improvement specialist

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DEAL SNAPSHOT

French DIY and home improvement specialist Briconord Group has received strategic financial investment headed up by ODDO BHF Strategic Opportunities, to support future growth.

Founded in 1950, Briconord has established itself as a key player in the European DIY and home improvement market. The company specializes in the design, manufacture and distribution of functional, innovative and easy-to-install products, including furniture assembly kits, storage solutions and decorative hardware. Its primary clients are large retail chains across Europe.

After several successful growth phases, Briconord is entering a new stage with the backing of a consortium of investors led by ODDO BHF Strategic Opportunities, alongside BNP Paribas Développement, Initiative & Finance and BPIFrance.

Through this fourth LBO, the partnership is intended to accelerate Briconord's development while maintaining its strong market positioning and supporting ambitious M&A plans in Europe.

ODDO BHF Strategic Opportunities is a private equity investment strategy managed by ODDO BHF Asset Management. It targets majority or minority stakes in European SMEs with EBITDA between US\$5 million and US\$35 million, mainly in France and Germany, and invests tickets of up to US\$55 million.

"We are very pleased to support the Briconord Group in its next phase of development. We were convinced by its strong fundamentals as well as the quality and commitment of its management team, led by Christian Guillou. We would like to thank the Oaklins team for introducing us to the process; their involvement was instrumental in the success of the transaction."

**SÉBASTIEN CAILLIAU AND
FRÉDÉRIC JOUENNE**
CO-HEADS STRATEGIC
OPPORTUNITIES
ODDO BHF AM

OAKLINS PLAYED A PIVOTAL ROLE IN ARRANGING THIS DEAL

Oaklins' team in France advised ODDO BHF Strategic Opportunities throughout Briconord's acquisition process, demonstrating agility in identifying the right partner at the right time and ensuring the flawless execution of the transaction in just a few weeks.



ODDO BHF

MARKET TRENDS & DEAL DRIVERS

The DIY market is expanding, driven by evolving consumer expectations, rising demand for home improvement, sustainability and digital integration. As retailers strive to stand out in an increasingly competitive landscape, there is a growing emphasis on sustainable products and personalized services from distributors.

M&A VALUATION ASPECTS

Financial terms of the transaction remain confidential.

In Europe, the DIY and home improvement market is highly consolidated, with a few dominant players controlling access to key retail networks. In this context, opportunities for market entry and geographic expansion are particularly strategic.

The valuation was based on an EBITDA multiple, with a premium reflecting Briconord's role as a platform for consolidation and its demonstrated ability to integrate acquisitions efficiently — a key differentiator in a fragmented supplier landscape.

TALK TO OUR ADVISOR



✉ **HADRIEN MOLLARD**

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Hadrian has over 20 years' experience in advising clients on M&A transactions and private equity financing, and has closed more than 100 deals. With particular expertise in consumer and retail transactions, notable clients he has recently advised include Sophie Lebreuilly, Pinard Beauty Pack, Les 2 Marmottes, Pokawa and L'Atelier d'Amaya. He also has in-depth expertise in private equity transactions, having advised on several LBOs for companies such as Jimmy Fairly, Batibig, Cleeven, Cap Vert, Sodikart and Nuxe.

"We advised on the 2015 transaction, which saw Evolem exit and Christian Guillou take over the leadership of Briconord. Since then, we have followed the Group's impressive growth journey. After the initial phase of the process, we introduced ODDO BHF to Christian, and they quickly gained the trust of all shareholders and secured a transaction in less than two months."

HADRIEN MOLLARD
MANAGING PARTNER
OAKLINS FRANCE

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