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## ETHICS GROUP

# BIDS FOR THE ACQUISITION OF ZODIAC: A REGIONAL STORY

**Specialised in performance improvement, transformation and business development, ETHICS Group is one of the candidates for the acquisition of Z MARINE (ZODIAC). Its main centre of French production is located in Ayguesvives, Midi-Pyrenees.**

From its headquarters based in the same region, in Toulouse, President of ETHICS Group, Thierry Pedeloup, comments: *"Zodiac needs more than just a financial contribution. This company expects an entrepreneurial vision, a true long-term strategy and operational efficiency in order to be able to develop itself autonomously. It needs to regain stable management."*

*ETHICS Group, thanks to its core business, offers the perfect tool to bring together and promote social, territorial and economic development. The aim is to ensure a real future for this world famous French name: ZODIAC.*

*It is interesting to note that Zodiac was born of a technological adventure which started in 1896... therefore 120 years in 2016! Coincidentally, next year our group will celebrate its 20<sup>th</sup> birthday, a remarkable and wonderful combination of fate.*

*We are wholeheartedly committed to embark on this journey with a manufacturer with a strong local presence and a well-known and respected brand. We are not here by chance, but are here to develop a jewel of the national nautical industry. We want to manage it like a good parent, as we are used to doing across our business."*

The application filed by ETHICS Group presents a strategic vision appropriate for the sustainable development of Z MARINE and which is based on strong convictions: preservation of its national identity; development of its innovative approach; improvement of its industrial plan; greater agility.

Z MARINE must embrace transformation in order to offer real opportunities to its staff and create new added value for its customers. The objective must be to develop a business that is worthy of the reputation of the ZODIAC brand.

The justification for the takeover offer is based on the personal motivation of the entrepreneur Thierry Pedeloup and that of his close entourage (including his associates) accompanied by their partners (financial and professional advisers). It is primarily a human commitment that is needed to respond to the ambitious challenge for the company, its team and its famous brand.

*"We have financial partners who have supported us for a long time and on whom we can rely," says Thierry Pedeloup, who is also personally passionate about yachting and ocean navigation. "In all aspects, ZODIAC reflects our profile."*

### ABOUT ETHICS GROUP

Based in France (Toulouse, Bordeaux, and Paris), Germany and England, ETHICS Group is composed of four specialised consulting firms (B&T Associés, Digismart, Parmenion and Motive) who are complementary and innovative in their respective fields and positioned to contribute to economic, societal and local development. The ETHICS Group's global offer is represented by the Simplicity2succeed brand.

ETHICS Group will be celebrating its 20<sup>th</sup> anniversary with B&T Associés in 2016. Between 2007 and 2014 it quadrupled both its workforce (85 staff) and its turnover (€ 8 million).