

Press release

Paris

July 8, 2021

Electrolux to acquire French service provider La Compagnie du SAV (CSAV)

Vivien & Associés advised Electrolux on the acquisition of La Compagnie du SAV (CSAV), specialized in servicing domestic appliances. This acquisition strengthens its service network in France and underlines its commitment to drive circularity and the repairability of appliances. La Compagnie du SAV will continue to operate completely independently, offering multi-brand services.

Electrolux is a Swedish leading global appliance company for more than 100 years. Electrolux sells approximately 60 million household products in approximately 120 markets every year. In 2020 Electrolux had sales of SEK 116 billion and employed 48,000 people around the world.

La Compagnie du SAV is the leading French independent service provider (ISP), and home appliance repair.

AB Electrolux was advised by Vivien & Associés with Laurent Assaya (partner), and Emmanuelle Bouton (associate) on corporate matters, Marine Pelletier-Capes (partner), and Aymerick Jantet (associate) on tax matters, Joëlle Hannelais (partner), and Sarah Machrhoul (associate) on labor law matters.

AB Electrolux was also advised by Ernst & Young with Didier Tixier (partner), Rémi Volf (associate), and Mathieu Cesbron (associate) on tax matters, and by Ernst & Young Finances with Gilles Marchadier (partner), and Elsa Abou Mrad (senior manager) on financial matters.

Superga Invest, shareholder and transferor of La Compagnie du SAV, is advised by Levine Keszler with Serge Levine (partner), and Pierre Plettener (associate), and by SCP Chriqui Mercey with Henry de Mercey (partner) on corporate matters.

Superga Invest was advised by Corporate Finance International with Jean-Marc Teurquetil and Laetitia Ep on financial matters.

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