



Merger Vision s.r.o.

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Merger Vision advised the buyer on management buyout (MBO) of CEMOD-CZ s.r.o.

A French **Groupe 3SI**, member of the German **Otto Group**, sold 100% share in **CEMOD-CZ s.r.o.** to its top management team. Advisory team of Merger Vision, led by Karel Niederle and Jiří Mareš, advised the MBO team on the transaction.

CEMOD-CZ s.r.o. (www.cemod.cz) ranks among the largest direct mailing companies in the Czech Republic and Slovakia. Its core activities comprise distribution of printed catalogues for third parties, e.g. under Blancheporte a MAGNET 3PAGEN brands, operation of own e-retail focused on fashion goods and provision of B2B services (such as complete logistics, warehousing, CRM and IT) for other e-commerce companies in Central Europe.

The family-owned **Otto Group** (www.ottogroup.com) is a traditional and one of the largest European players in the direct mailing business. Over the past years the group has heavily invested into e-commerce businesses and thus was transformed into one of the largest e-commerce companies in the world. Its multichannel retail is supported by a wide range of financial services offered to end-customers. The group is directly present in more than 30 countries and employs almost 50 thousand staff. Group's consolidated revenues exceeded EUR 12 bn in 2016.

Merger Vision is an independent Czech M&A advisory firm focused on small and mid-sized Czech companies; primarily management-controlled and family-owned businesses.

Please do not hesitate to contact us in case of any questions.

Kind regards,

Jiří Mareš
Partner

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Partner