



HP Tronic & Datart merger

Story of length and complexity

Ondřej Vičar

Partner, Genesis Capital

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The Czech Venture Capital and Private Equity 2017 highlights

Unprecedented Year for Genesis

2017 IN BRIEF – GENESIS DEALS



POS Media Europe: 3/2017

- Point-of-sale media agency
- 47% shareholding
- Buyout/Growth



HP Tronic/Datart: 10/2017

- Leading consumer electronics multichannel retailer
- Significant minority stake
- Market consolidation/Growth



D2G: 11/2017

- Mechanical engineering company in the field of industrial automation
- Growth and acquisition driven strategy
- Market consolidation/Industrial group build-up



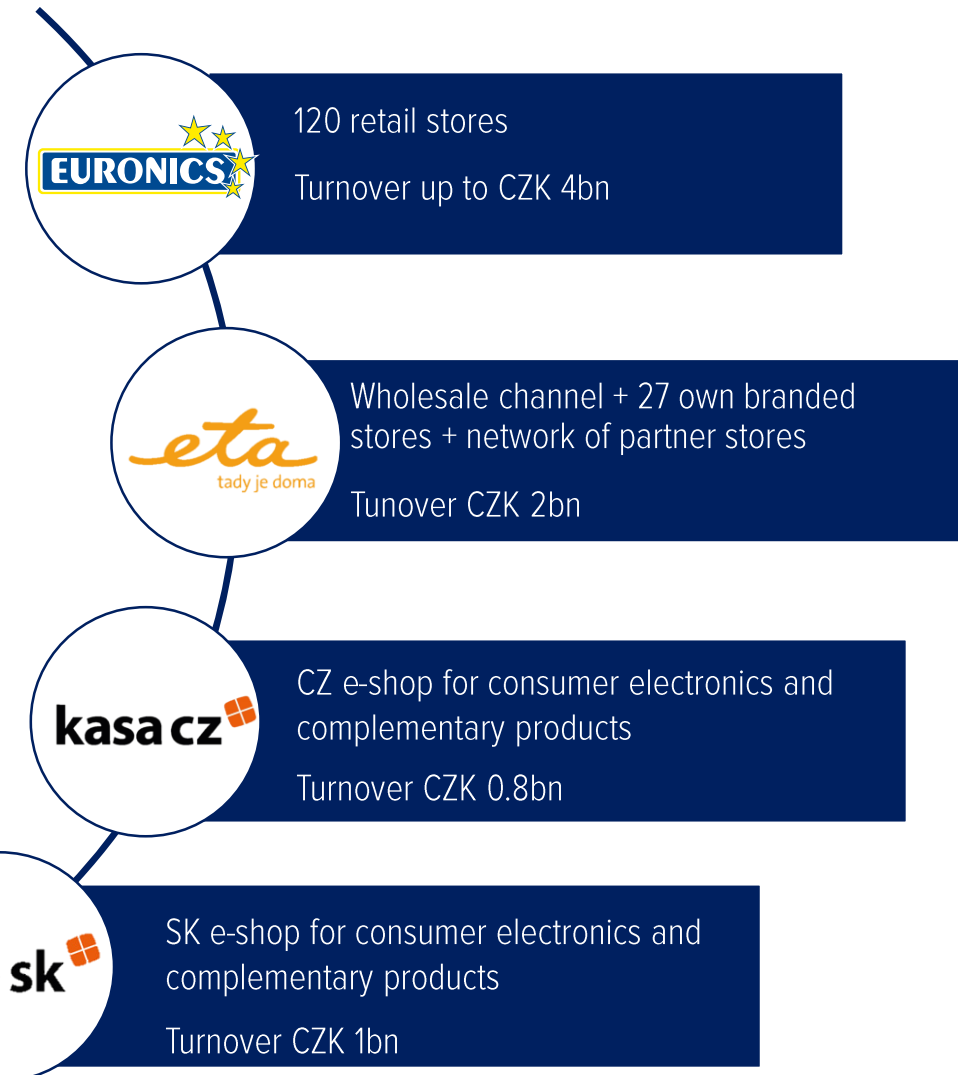
Sanborn: 11/2017

- Manufacturer of specialized parts for power, petrochemical and transport industries
- Majority stake, co-investor BDO Investment Fund
- Leveraged Buyout

Merger of Equals

HP Tronic Zlín

- Leading multichannel player with more than 25-year long history of consumer electronics, home appliances, computers and mobile phones in the Czech Republic and Slovakia
- Turnover over CZK 9bn
- 120 retail stores, 3 storage facilities, 5 e-shops
- 1400 employees



Merger of Equals

Datart

- Leading retailer with more than 25-year long history of consumer electronics, home appliances, computers and mobile phones in the Czech Republic and Slovakia
- Turnover ca CZK 6bn
- 49 stores, 6 Datart kitchen studios, 2 e-shops
- 1200 employees



Merger of two leading players creating a market leader

**No. 1 consumer electronics
retailer in the Czech and
Slovak markets**

Turnover over CZK 15bn

Stable positive EBITDA results

Over 160 retail stores

22mn customers annually

15% market share

- **Multichannel and vertical approach**
- **Cost synergies: marketing, logistics & infrastructure, buying power and working capital efficiencies**
- **Fragmented market with strong consolidation potential**
- **Seasoned management**

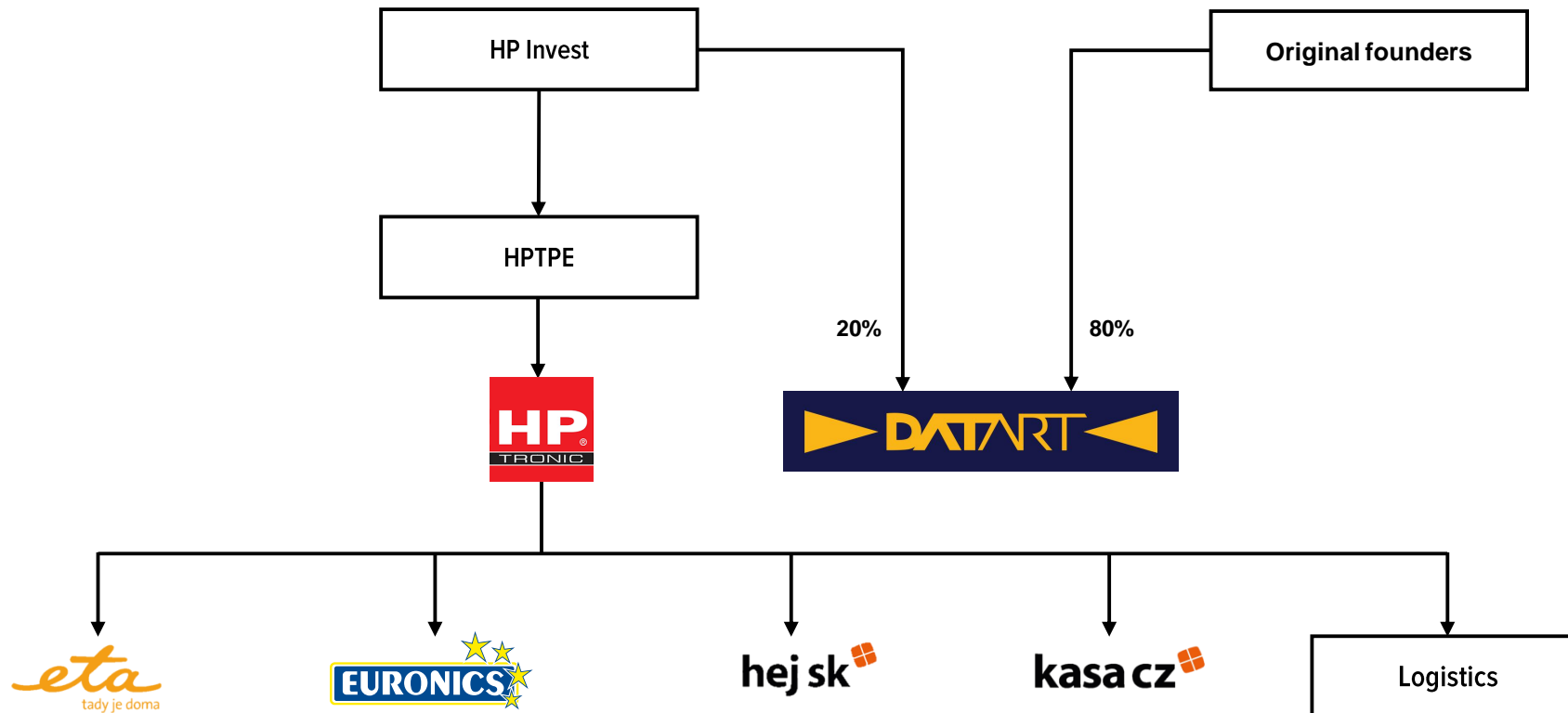
New logistics platform launched during the consolidation process

- New logistics hall of up to 30,000 sqm warehousing space in the Prologis Park Praha Jirny, office space ca 1,500 sqm
- State of the art semi-automated logistics system enabling delivery effectively within 24 hours from the order placement
- Associated CAPEX of up to EUR 15m
- Launched in pre-Christmas season



Buyout of the original founders, ...

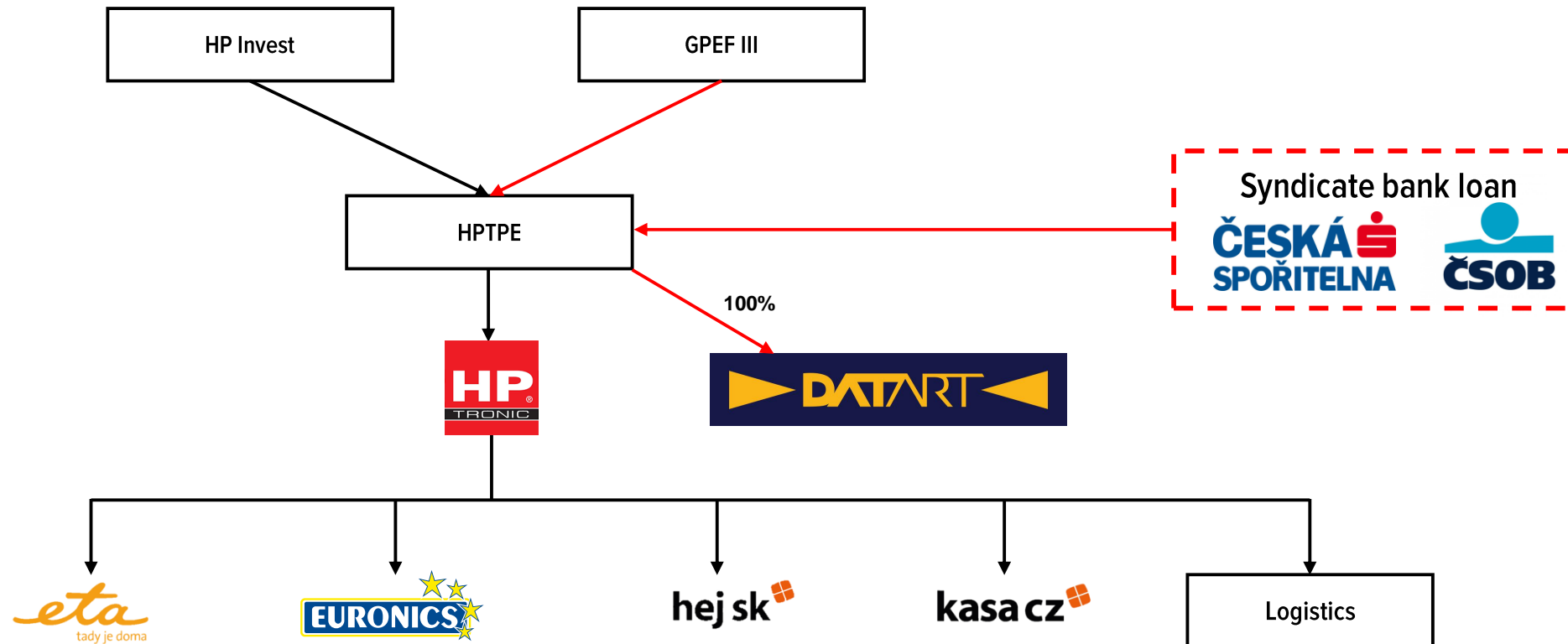
Structure before GPEF III entry:



... merger under a holding entity...

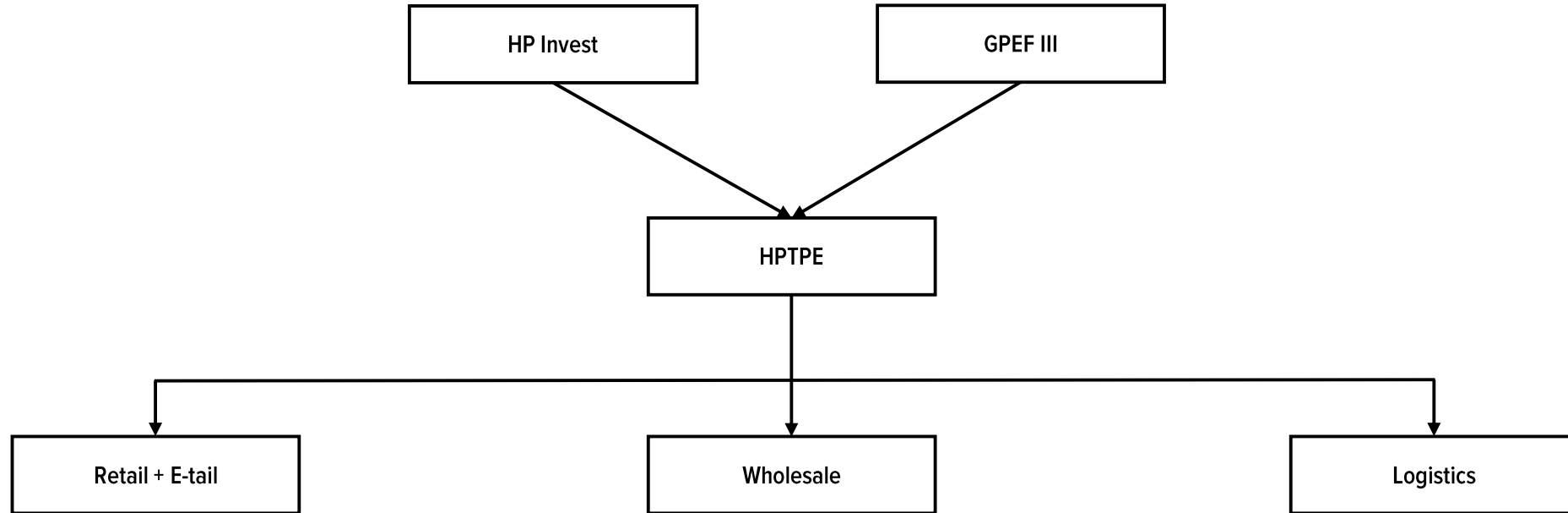
Structure following GPEF III entry:

TRANSACTION STRUCTURE



... to create a fully integrated group

Target structure:



TRANSACTION STRUCTURE



Things sometimes take time...

2007	First encounter of Genesis with Mr. Večeřa (CEO of HP TRONIC)
2009	Tough negotiations between HP TRONIC and Genesis over Vltava.cz
2010	Vltava.cz acquired by HP TRONIC
2014	First HP TRONIC/Datart deal discussions with Genesis
2016 (spring)	Discussion with Genesis re-launched
2016 (summer)	Datart owners approached
2017 (summer)	Deal signed
2017 (autumn)	Deal completed

The Credit Belongs To:

KINSTELLAR

HAVEL & PARTNERS

ÚSPĚCH SPOJUJE



 Weinhold Legal

 **EY** Building a better working world

 Tom Fencel
advisory

Kateřina Skalická, industry advisory
Thierry Bitout, industry advisory


ČSOB

ČESKÁ 
SPOŘITELNA

Q&A Session

CONTACT DETAILS

Ondřej Vičar

Partner

Genesis Capital s.r.o.
Na Safrance 22
101 00 Praha 10
Czech Republic

tel.: [+420 267 900 612](tel:+420267900612)

e-mail: vicar@genesis.cz

www.genesis.cz