

Merodis advised MiD Finance shareholders on its partnership with Meilleurtaux

March 8th, 2023, Brussels, Belgium. **Merodis** (www.merodis.com), an independent corporate finance advisory firm, is pleased to announce that it successfully advised the shareholders of MiD Finance on the sale to Meilleurtaux. This transaction provides an outstanding opportunity for MiD Finance to pursue its growth in Belgium and a first step in Meilleurtaux's international expansion.

MiD Finance (<https://www.midfinance.be>) is a market leader in credit and insurance brokerage. The company is active mainly in French-speaking Belgium and operates a highly efficient click-and-mortar business model with 7 offices across Wallonia, Brussels and Luxembourg as well as close partnerships with leading lenders and insurance companies. The company, which generated a turnover of approximately EUR 10m in 2022 (x2 over the last three years), was founded by Michel David in 2007. Profinpar acquired a 75% stake in 2018.

Profinpar (<https://www.profinpar.com>) is an entrepreneurial fund offering an active partnership to Belgian SMEs and their shareholders by providing its investors' expertise and extensive network. Since 1997, Profinpar has been actively assisting companies facing growth, transfer and optimisation dynamics by providing financing means, networking and complementary skills in a constructive manner.

Meilleurtaux (<https://www.meilleurtaux.fr/>) was launched in 1999 and has become the reference marketplace for loans, insurance and investments in the French market. Meilleurtaux offers a wide range of services: from financing (real estate credit, credit consolidation, consumer credit, professional credit), to insurance (car, motorcycle, health, home, and loan insurance) and investments (life insurance, SCPI, community, newsletters). Its three missions are to inform, compare and support its customers in all retail finance services. The company is majority-owned since October 2020 by **Silver Lake**, a leading global technology investment company, which manages a portfolio of more than USD 100bn and has invested in companies such as Alibaba, AirBnB, Twitter, Skype, and, more recently, Mirakl, Silae and Cegid in France.

This transaction is a major milestone for Meilleurtaux, which is extending its business model and brand outside of France for the first time. The aim is to launch MiD Finance in the Flemish market and to focus on three priority growth areas: technology integration, online conversion optimisation and strengthening of partner relationships.



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About Merodis

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