

## **MUTANDIS ACQUIRES SEASON, THE TOP US BRAND IN PREMIUM SARDINE CANS**

As of Wednesday 2<sup>nd</sup> June 2021, Mutandis and RAB Food have entered into an agreement foreseeing the acquisition by Mutandis of 100% of the shares of Season Brand LLC (New Jersey, USA) held by RAB Food.

Mutandis is a Moroccan consumer goods manufacturing company, publicly listed at the Casablanca Stock Exchange. Mutandis owns 7 main brands, sold either in Morocco or exported to Africa, to the Middle East, to Europe or to the USA. The brands are Magix and Maxis' in homecare, Anny, Josiane and Marine in sardine cans, Marrakech and Vitakid's in fruit juices.

RAB Food is a US company specializing in food products, affiliated to an investment fund managed by Bain Capital Credit.

The Season Brand was born in 1921 (a century ago) and is today the leader in premium sardine cans sales in the US. Sardine cans constitute about 90% of total sales of the company. Season products are distributed by the main retailers and grocery chains in the US with Costco and Walmart in the top 2 positions.

Season is not engaged in manufacturing activities but sources its products from various high-quality producers, particularly from Morocco, the leading sardine cans exporting country in the world.

Outstanding nutritional benefits of sardine, as well as the growing tendency in favor of healthy food and lifestyle, have allowed the company to witness a steady growth of about +13% per annum between 2015 and 2019. The covid crisis had a positive impact on the company business, temporarily increasing sales growth beyond historical levels.

For the fiscal year ending June 30<sup>th</sup>, 2020, Season achieved net revenues of \$ 54.6 million, EBITDA of \$ 8 million and adjusted net income (assuming fully taxed profit) of \$ 6.2 million. At current exchange rate levels and on a full year basis (only 6 months in 2021), the Season acquisition will add to Mutandis about MAD 480 million in revenues, MAD 60 million in EBITDA and MAD 45 million to recurring net income, minus the financing cost associated to the transaction.

On a more strategic perspective, the Season Brand opens to Mutandis access to the main US retailers and groceries. Mutandis will also be in a position to offer to Moroccan producers of various food products access to the US mainstream consumer, under the Season brand. The positive perception of the brand by the US consumer offers favorable product additions perspectives to the current range, and long-term growth potential.

The final closing of the transaction remains subject to usual regulatory approvals.