



Press Release

Grigny (France), 6th September 2023
Brisbane (Australia) and Dunedin (New-Zealand), 6th September 2023

ECF GROUP, the international leader in omnichannel distribution of small equipment, hygiene products and consumables for the Hotel, Catering and Healthcare sectors, confirms the acquisition of SOUTHERN HOSPITALITY Ltd, New Zealand's leading specialist Food Service distributor. The transaction received unconditional clearance from the Antitrust Authority. This is a strategic operation for ECF GROUP, which completes a cycle of regional consolidation and becomes the largest distribution platform serving Hospitality & Care players in Asia-Pacific.

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The acquisition of Southern Hospitality by ECF Group, which was announced in November 2022, has been finalized after the release of the restrictions of the New Zealand Antitrust Authority. This has been the fifth M&A transaction in Asia-Pacific since the exit of Covid crisis, the second in New Zealand after the acquisition of SAFCO Ltd (June 2022). This transaction definitively consolidates the presence of ECF GROUP in the region with the recent acquisitions of CHEMWORKS Pty (September 2022), HISCO Pty (October 2022), and Mariljohn (April 2023) in Australia. The acquisition of SOUTHERN HOSPITALITY also boosts the capacity of ECF GROUP to grow in new businesses like professional kitchen design with a specialty in stainless steel fabrication and extraction hood manufacturing.

The presence in Asia-Pacific of the Franco-Australian group now includes a sales force of 200 salespeople, 4 call centers, 4 e-commerce sites, 16 stores/ showrooms and 16 logistical distribution warehouses.

SOUTHERN HOSPITALITY is a benchmark operator in New Zealand for the catering & food service sectors, specializing in the distribution of food service solutions, with strong expertise in the design & conception of professional kitchens, an extensive range of exclusive import products, as well as the unique ability to export to the Pacific Islands. Integration with ECF GROUP will allow SOUTHERN HOSPITALITY to access a wider product offering and access the group's global expertise in product sourcing, logistics, customer solutions and capabilities in digital and CRM.

Christophe ALAUX, Chairman and CEO of ECF GROUP, explains:

"We are pleased to have completed the acquisition of Southern Hospitality after a long Antitrust process. The acquisition of SOUTHERN HOSPITALITY is a strategic move for ECF GROUP in the region, which completes other M&A operations in a very short time to consolidate a new business: Large Kitchens & Large Equipment for professional kitchens, which now represents nearly 15% of our global turnover".

ECF Group

Europe – Middle-East & Africa – Asia-Pacific

Chomette - Ecotel - Coldis - La Corpo - Cobal - Azur Studio - Noveo - Santor - Groupe Lepage - CHS - GoodFellows - Restofair - Reward Hospitality - Safco - Chemworks - Gastrototal - Hisco - SDS - Mariljohn - Oxstal - Muddle Me - Southern Hospitality - Ligne Vauzelle