



## Press Release

Grigny (France), 19th July 2023  
Dubai (UAE), 19th July 2023

***ECF GROUP announces a new external growth operation in the United Arabic Emirates (UAE) with the acquisition of the company Chabowski Trading LLC, which owns the distribution brand MUDDLE ME. This operation strengthens the Group's footprint in Dubai and in the GCC's countries where the Group is already implemented through the Restofair brand since 2004. MUDDLE ME will bring a strong complementary product portfolio to ECF Group with a company specialized in innovative Bars, Cafés, and Kitchen equipment.***

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Thanks to the acquisition of Chabowski Trading LLC which owns the distribution brand Muddle Me, ECF Group increases its footprint in the Emirates. ECF Group has been implemented in the area since 2004 and the creation of a Joint-Venture with Rak Porcelain to launch Restofair brand, supplier of small equipment for Foodservice industry. The brand was then developed in Morocco, Oman, Maldives, and Seychelles. This acquisition proves ECF Group's willingness to strengthen its position as a leading player in the Foodservice market in the GCC.

The acquisition of Muddle Me is ECF Group first external growth operation in the Middle East. The acquisition is made by ECF Middle East, local platform (Hub) for purchasing, marketing and supply chain which drives the commercial brand development of Restofair in the area.

**Muddle Me** was founded in 2011 in Dubai by **Simon Chabowski**. It is a well-known supplier of innovative equipment for Foodservice players in the region, specialized in Bars Cafés, and Restaurant supplies. The company benefits from a wide brand and product portfolio which will reinforce the Group's portfolio. The Muddle Me brand will be maintained as a complementary activity of ECF in the UAE and the wider GCC countries.

ECF Group is very happy to rely on Simon Chabowski's experience who will stay as Managing Director and will be integrated in the regional board of directors.

This acquisition is conformed with the ECF evolution that started in 2017 with the support of Naxicap Partners. The multiple acquisitions symbolise the healthy situation of the Group with 14 acquisitions since the exit of COVID crisis. The acquisition of Muddle Me is supported by PAI Partners, a **pre-eminent private equity firm**, which has formalized the acquisition of a majority stake in ECF Group.

<sup>(1)</sup> GCC: The Cooperation Council for the Arab States of the Gulf is composed of 6 countries: Saudi Arabia, Oman, Kuwait, Bahrain, UAE, and Qatar

## 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 - Saeco - Chemworks - Gastrototal - Hisco - SDS - Mariljohn - Oxstal - Muddle Me



**Christophe ALAUX**, President, and CEO of ECF Group:

*« The Muddle Me acquisition is a marker of the ECF Group evolution in the GCC area and will complete our Restofair brand product offer. I am also happy to welcome Simon Chabowski in the local management team of the Group. ».*

**Yann DHALLUIN**, ECF Middle East Africa India CEO:

*« We are happy to integrate Simon Chabowski and the Muddle Me team in our Group. They will bring their product expertise on a new client's market and the possibility to offer complementary products for our existing HoReCa Client base. ».*

**Simon CHABOWSKI**, Muddle Me CEO:

*« It is with great pleasure that Muddle ME has joined the ECF group. I'm looking forward to working closely with the team on developing the Muddle Me brand across the region and am excited to explore our synergies and deliver added value to both our and the Groups existing client base ».*



## ECF Group at a glance <sup>(1)</sup>

### Alongside Hospitality & Care professionals for 140 years

- **ECF Group is an international specialized distribution group**, a reference partner for the Hospitality & Care professions since the creation of Maison Chomette in Paris in 1880. For 140 years, the group has been developing commercial brands and own brands for professionals in the hotel, catering and tourism trades and communities, and the health and social sector.
- **ECF Group is a “collective”** led by an entrepreneurial management team at the service of all professionals in these sectors.

760 M€  
Revenue

### Our offer

- **The widest range of products on the market:** the ECF group is able to meet all equipment or supply needs, whether in tableware, kitchen utensils and equipment, large equipment, furniture, textiles, hygiene products, consumables, or take-away sales.
- **Omnichannel solutions:** the ECF Group teams together form a "collective" committed to nurturing the experience of its customers, who can reach us at all points of contact: mobile sales representatives, stores, e-commerce sites, data center calls and emails.
- **A responsive supply chain:** with 40 logistics sites around the world, ECF Group has a strong and responsive supply chain – the Group is able to respond to all requests in real time, seven days a week, to act and serve our customers with real proximity.

220 000  
Customers

### Our values

- **Performance:** guaranteeing a first-class quality of service and profitable growth for the group, its subsidiaries and all its customers.
- **Professionalism:** remaining the reference and trusted partner of customers that brings together the best specialists in each field, with a shared common commitment at all times.
- **Proximity:** encouraging listening, while guaranteeing unrivalled customer support, combining breadth and depth of the product offer, a high level of service and omnichannel.

12  
Countries

### Our network

- **Three regional Hubs:** thanks to its international network structured in three major regions, including Europe (Grigny – France), the Middle East (Dubai – the United Arab Emirates) and Asia-Pacific (Brisbane – Australia), ECF Group is able to provide rapid and tailor-made solutions for all its customers, in particular large accounts throughout the world.
- **Strong local brands:** ECF Group develops and integrates strong local brands and gives them the financial, human and supply chain resources essential to their success.

25  
Brands

### Our sustainability commitments

- **Reduce** our ecological footprint and promote environmental protection.
- **Propose** eco-responsible offers.
- **Develop** respectful, inclusive, and equitable relationships.

1 750  
Employees

<sup>(1)</sup> Budget Like for Like + Pro forma M&A (Apr22-July23)