



ADVISED THE FOUNDERS OF CREACARD FOR THE REORGANIZATION OF ITS CAPITAL

December 2022



Based in Paris and created slightly more than 10 years ago, CREACARD is a company specialising in the distribution and management of payment solutions backed by the Mastercard network, in particular in prepaid bank cards. Distributed through a network of tobacconists with more than 31,000 points of sale, CREACARD cards allow their holders to have a real bank account with a French IBAN, to issue and receive transfers or to set up direct debits.

Pioneer in the Fintech industry, the company currently employs around 50 people and achieved a revenue of €53 million in the last fiscal year for an EBITDA of over €10 million. After 4 dynamic years highlighted by a CAGR of more than 38% since 2017, the current financial year should confirm a significant increase in activity once more.

After having managed 10 years of uninterrupted growth, the founders of the company Philip AIM and Philippe BOULAKIA wanted to start a new stage in the development of CREACARD which will be marked by obtaining EME status, opening up to Africa and payments cross-border...

ATOUCAPITAL advised the founders of CREACARD, Philip AIM and Philippe BOULAKIA, for the capital reorganization aimed at (i) providing CREACARD with the means of its ambition and (ii) allowing the founders to consolidate their majority position via a transaction combining one-third equity and two-thirds mezzanine, within the framework of an overall financing envelope of around €30 million.

On this occasion, the founders welcome three major financial partners in the capital, SIPAREX, MOMENTUM INVEST and BPIFRANCE who, beyond the contribution of equity, will support the founders for the execution of their strategic roadmap.