

Press Release – Sep. 2016



Connected vehicles

NEAVIA Technologies joins Groupe LACROIX

NEAVIA Technologies, a French pioneer in ITS sector (Intelligent Transport Systems)

NEAVIA Technologies was created in 2003 by Jean Hubert Wilbrod and employs a dozen of engineers and experts in Ploufragan (22) and Créteil (94).

The company specializes in improving smart and environmentally-responsible road information and safety through multi-sensors detection, autonomous cameras, situation analysis and vehicle-to-vehicle (V2X), and vehicle-to-infrastructure communications (C2X).

NEAVIA is already a benchmark player with 3 product lines in the sector of ITS: detection solutions (wrong way driver, origin-destination and vehicle travel time), video solutions (autonomous cameras and 360° cameras) and C2X / V2X solutions (road side stations and embedded devices).

LACROIX Group Revenues of €400 M, 4000 employees

LACROIX Group is a quoted mid-size company (70% family-owned), organized around 3 main businesses based on complementary concepts:

- LACROIX City is the French leader in smart road equipment aiming at directing, enhancing and securing traffic and people flows for greater efficiency and safety. « Smart Mobility » solutions.
- LACROIX Sofrel is the French leader in remote control and management equipment for water and energy networks. « Smart Environment » solutions.
- LACROIX Electronics is an electronics equipment supplier which designs, industrializes and manufactures the electronic functions of its customers' products. « Smart Industries » solutions.

A strategic acquisition for LACROIX Group in smart roads

With this acquisition, LACROIX City as a major player in smart road, becomes a leader in C2X solutions and strengthens its development in connected road infrastructure.

NEAVIA's technology will be embedded in LACROIX City's equipment, thus creating a unique offering in cooperative ITS, with a full range of connected equipment around traffic lights, traffic controllers, variable message signs, street lighting remote management, preventive speed radars, temporary lights, etc.

Jean-Hubert Wilbrod, founder of NEAVIA Technologies: « *this integration is an important milestone which will enable the company to accelerate its growth and better serve its customers* ».

Vincent Bedouin, LACROIX CEO: « *the future of road equipment and of the automotive industry will involve regulating and securing traffic, in order to be more efficient, more environmentally friendly* ».

LINKERS, advisor to the Seller

LINKERS has advised the founder of NEAVIA Technologies on the selling transaction from the potential buyers identification to the closing.

Advisors to the Seller:

Financial: LINKERS (Michèle Fine, Benjamin Le Guillou)

Legal: HEENAN Paris (Pascale Gallien)

LINKERS draws on the experience of its consultants to assist companies from all sectors and offers them personal advises concerning:

- **Financial Engineering:** independent valuations (LINK Value ®), LBO, MBO, MBI & OBO packages..
- **Mergers & Acquisitions:** selling and buying mandates, group restructuring...
- **Fundraising:** search for external funding, shareholders' agreements, management packages...