



PRESS RELEASE

3AS Racing completes MBO backed by IRDI Capital Investissement

15 January 2026 – Specialist e-commerce platform 3AS Racing, focused on motorcycle parts and rider equipment, has completed a Management Buy-Out (MBO) with the backing of private equity fund IRDI Capital Investissement. The transaction, structured by Ama Partners, enables the company's current Managing Director, Antoine Septier, to increase his equity stake alongside three key employees who also become shareholders.

A resilient player in a specialist market

Founded in 2007 and based in Gironde, Southwest France, 3AS Racing was acquired in 2015 by Frédéric Lemeunier, who was soon joined by Antoine Septier. Since then, the business has seen its revenue grow fivefold. Today, the company offers over 250,000 product references in the motorbike and scooter market, with a particular focus on off-road motorcycling (motocross, enduro, trial), while also serving the road bike and scooter segments.

The 3AS Racing brand is widely recognised in the motocross community and regularly sponsors sporting events, reinforcing its technical credibility and strong connection with a passionate customer base.

In 2024, the company overcame a major cyberattack that temporarily shut down its e-commerce platform. Thanks to the swift mobilisation of internal teams, the platform was fully rebuilt in just a few weeks. As a result, 3AS Racing was able to rapidly recover its pre-crisis levels of revenue and profitability, demonstrating a remarkable level of resilience.

A new chapter for growth

The MBO has two main goals: enabling Antoine Septier to increase his ownership and open the capital to long-standing team members Cyril Jemy, Vincent Chabernaud, and Guillaume Theillout. For IRDI Capital Investissement, the investment aligns with its strategy of supporting passionate, experienced leadership teams operating in high-potential, niche markets.

Ama Partners advised Antoine Septier throughout the entire process, including deal structuring, fundraising, and negotiations.

Transactions Participants:

- Buyer: Management (Antoine Septier, Cyril Jemy, Vincent Chabernaud, Guillaume Theillout) and IRDI Capital Investissement
- Seller/Reinvestor: Frédéric Lemeunier

M&A Advisor

- Seller: Clairfield (Bertrand Hermez, Marie Dokchine, Alexandre Pierre)
- Buyer: Ama Partners (Kevin Peyrot, Valentin Bouilly)

Legal Advisors

- Management: François Romain
- Seller: Apollo Avocats (Florence Savoure, Laura Smyriadiis)
- Irdi: Altair (Pierre Gramage, Christine Leger, Hugo Henry)

Audits

- Financial: Rydge Conseil (Margaux Chamarre, Clément Lefort)
- Social: Ellipse Avocats (Audrey Bastien)
- Tax: Philippe Pescayre

Financing:

- Société Générale (Catherine Thevenet, Johanna de Jesus Antunes)
- BNP Paribas (Florent Pasquier)

About 3AS RACING

Founded in 2007 and acquired in 2015 by Frédéric Lemeunier, 3AS Racing is a leading French player in the online retail of motorcycle parts and rider equipment, with a core focus on off-road riding (enduro, motocross, trial). Based in Cestas, Gironde, the company reported revenue of €121.2 million in 2025 and currently employs 32 people.

As a pure-play e-commerce business, 3AS Racing offers a catalogue of over 250,000 product references from top-tier brands, serving a highly engaged community of enthusiasts committed to maintaining and upgrading their motorcycles. The site processes an average of 2,200 online orders per week.

Learn more: www.3as-racing.com

About IRDI Capital Investissement

With nearly €556 million under management across 14 funds (including two evergreen funds), IRDI Capital Investissement supports around 200 companies across a broad range of sectors. For over 40 years, it has been the reference investment firm in Southwestern France. Based in Toulouse, Montpellier, and Bordeaux, IRDI backs regional companies through all stages of growth: seed, venture capital, growth capital, transmission, and recovery.

Learn more: www.irdi.fr

About Ama Partners

Ama Partners is an independent advisory firm specialising in mid-cap and SME corporate finance transactions. Since its founding in 2010, the firm has successfully executed numerous business sales, acquisitions, fundraising rounds, and capital restructurings. Ama Partners offers entrepreneurs and company leaders — both French and international — dedicated, hands-on support throughout the entire transaction process. The firm is a member of the CNCFA.

Learn more: www.ama-partners.com

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