



PRESS RELEASE

## **C&C Group Completes Its 4th External Growth in France with the Acquisition of MCS Group**

November 4, 2024 – The leading Apple product distributor in Europe, C&C, advances its external growth strategy with the acquisition of MCS Group. Once again, Ama Partners was selected to defend the interests of the Italian group.

### **A Geographical Strategy**

MCS Group, an Apple distributor in the Provence-Alpes-Côte d'Azur region, was born from the merger of MCS and AndroMac, bringing together four specialized Apple stores. As the oldest Apple reseller in Europe, MCS Group will continue to provide tailored financing solutions and certified Apple repair services while maintaining steady growth thanks to this new synergy.

This acquisition will allow MCS Group to benefit from C&C's resources and international network, while C&C expands into previously uncovered regions. The Italian group's geographical expansion strategy is well-regarded by Apple, which aims to consolidate its Premium Resellers to better withstand multichannel competition.

### **Sustained Acceleration**

Today, the Italian company C&C is a team of 1,000 people across 102 stores in Europe, with an operational base in Puglia, the group's birthplace. With recent acquisitions in Finland, Estonia, Latvia, and Sweden, C&C is accelerating its European development.

After the recent acquisitions of iConcept, IP Store and Symbiose Informatique, located in Western France, Ama Partners once again advises C&C in the acquisition of MCS Group. This new external growth will allow the Italian company to penetrate the market in Southeast France. This regional expansion strategy has been successful in Italy, where the group thrived during its first 20 years

**Michele Gigli, CEO of C&C:** *«This transaction strengthens our presence in the south of France, marking a significant milestone in our journey toward European internationalization. With this expansion, we reinforce our reach across the continent, establishing ourselves as a primary point of reference for our clients by offering advanced expertise in the Apple ecosystem, enriched with deep experience across various other domains. This acquisition will enable us to create new operational synergies, fostering economies of scale that will result in an even more competitive offering. Additionally, we anticipate*

*sustainable long-term revenue growth, supported by the expansion of our client base and the consolidation of strategic local partnerships, generating significant benefits for all our stakeholders».*

**Transaction Advisors:**

M&A: Ama Partners (Brice Thébaud)

Legal Counsel for the Acquirer: Studio Legale Minniti (Niccolo Guerrieri, Erik Picco), Tax Team (Victoria Baudouin, Florent Olmi)

**About C&C**

The Italian group C&C was founded in 2001 in Puglia, Italy, and is an authorized distributor of Apple products. With more than 100 stores across Europe, the group employs over 1,000 people. Its customers include individuals, businesses, and educational institutions, as C&C is also an Apple education specialist, having been awarded the Apple Education Rising Star award in 2019.

Learn more: [www.cec.com](http://www.cec.com)

**About MCS Group**

As the oldest Apple reseller, MCS Group has brought its extensive experience and deep knowledge of the Apple universe since 1980. The group has four stores located in Southeast France.

Learn more: [www.mcsgroup-apr.com](http://www.mcsgroup-apr.com)

**About Ama Partners**

Ama Partners is an independent advisory firm specializing in financial transactions for SMEs and mid-cap companies. Founded in 2010, Ama Partners has successfully completed numerous transactions, including sales, acquisitions, fundraising, and capital restructuring. Ama Partners offers personalized support and commitment throughout each project for both French and international clients. Ama Partners is a member of CNCFA.

Learn more: [www.ama-partners.com](http://www.ama-partners.com)

**For more information, please contact:**

Brice Thébaud, Founding Partner

T: +33(0)6 63 44 06 76 | M: [bthebaud@ama-partners.com](mailto:bthebaud@ama-partners.com)