PAI Partners announces the sale of its stake in Euro Ethnic Foods

PAI Partners ("PAI") today announces that it has agreed to sell its stake in Euro Ethnic Foods ("EEF"), which operates the grocery sections of Grand Frais stores, to Crédit Mutuel Equity. The Bahadourian family will remain a significant shareholder in the group. The transaction is expected to complete by the end of 2026.

Founded by the Bahadourian family in the late 1990s, EEF operates the grocery and beverages sections of Grand Frais stores across France, Belgium and Luxembourg. In addition, EEF manages the entire value chain, from product selection to packaging and sales, and operates an extensive distribution platform supplying independent retailers, organic food chains and bulk food retailers.

Since PAI's investment in 2021, EEF has grown rapidly, delivering sustained like-for-like growth and accelerating store openings, with the network reaching 354 stores by the end of October 2026. In parallel, the management team has delivered an ambitious operational and strategic transformation, introducing new commercial initiatives such as a loyalty programme, strengthening the team, expanding industrial and logistics capabilities and digitalising operations.

With the support of Crédit Mutuel Equity, EEF will be well positioned to pursue its next phase of growth, with significant opportunities to open new stores in France, continue driving product innovation, roll out its loyalty programme, expand its B2B activities and pursue select vertical integration in key product categories.

Bertrand Nomdedeu, CEO of EEF, said: “I would like to thank PAI and its teams for their trust, commitment and support over the past five years. I am delighted to embark on this new chapter alongside Crédit Mutuel Equity and our founders, with a shared ambition to accelerate EEF's growth and continue offering our customers high-quality products at attractive prices, while delivering ever greater innovation."

Gaëlle d'Engremont and Julie Gautier, Partners at PAI, said: “Our investment in EEF once again demonstrates PAI's ability to build trusted partnerships with founding families and help transform market-leading businesses. Working closely with the Bahadourian family, we have helped the management team accelerate growth and strengthen the group's organisational capabilities, reinforcing EEF's position as a key contributor to the success of Grand Frais through its differentiated offering, strong culture of innovation and highly resilient business model.”

Léo and Patrick Bahadourian, founders of EEF and co-founders of Grand Frais, said: "For nearly thirty years, we have passionately supported the development of Grand Frais, remaining true to its founding values of quality products, a diverse offering and fair prices. We would like to thank PAI and its teams for their trust and support in recent years, particularly for helping EEF and Grand Frais grow while consistently respecting their identity and founding values. We are pleased to embark on this new chapter alongside Crédit Mutuel Equity and will continue to support the growth of Grand Frais, as we have since its inception, with the same ambition and long-term vision.”

Jean-Christophe Vuillot and Minorie Nollet at Crédit Mutuel Equity, said: "We are particularly proud to invest in EEF, a family business with a strong identity, led by a committed and highly driven management team and visionary founders. We share a common long-term vision with the Bahadourian family. Through this lasting strategic partnership, we intend to

support the group's continued development while respecting the values that underpin its strength."

About Euro Ethnic Foods

Founded by the Bahadourian family, Euro Ethnic Foods (EEF) is a French food retail business and co-founder of the Grand Frais retail chain. EEF operates the grocery and beverages sections of Grand Frais stores across France, Belgium and Luxembourg, with the network comprising 354 stores at the end of October 2026. EEF offers an exclusive range of high-quality food products at attractive prices, supported by strong sourcing capabilities and continuous product innovation. The company also operates a significant B2B distribution platform supplying a range of customers, including independent retailers, organic food chains and bulk food retailers.

About PAI Partners

PAI Partners is a pre-eminent private equity firm investing in market-leading companies across the globe. The Firm has c. €25 billion of assets under management and, since 1994, has completed c. 120 investments in 13 countries and realised more than €35 billion in proceeds from c. 75 exits.

PAI has built an outstanding track record through partnering with ambitious management teams, where its unique perspective, unrivalled sector experience and long-term vision enable companies to pursue their full potential – and push beyond.

Learn more at www.paipartners.com.

About Crédit Mutuel Equity

Crédit Mutuel Equity brings together all the private equity activities of Crédit Mutuel Alliance Fédérale: growth capital, buyout capital and venture capital.

Crédit Mutuel Equity provides equity support to business leaders at every stage of their companies' development – from start-up to ownership transition – giving them the resources and time they need to implement their transformation plans. Crédit Mutuel Equity brings together more than 350 business leaders who share their perspectives and questions within a genuine network of entrepreneurs, enabling each member, whatever the nature of their project, to benefit from the experience of others. By investing its own capital (€5 billion), Crédit Mutuel Equity finances companies' projects over time horizons suited to their development strategies, in France, Switzerland, Belgium, Germany and Canada.

For more information: www.creditmutuel-equity.eu

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