

**Amsterdam, 25 November 2014**

## **2theloo welcomes French Railway Station SNCF as new partner**

2theloo has acquired the French Railway Company SNCF as its new partner. This will result in the successful retailer opening 44 more toilet service stores between 2015 and 2017 in some of the largest train stations in France. The roll out will begin with 28 locations next year, which will be a big relief for French travelers.

The expansion of the highly successful and proven concept will strengthen its position in the market as the leading toilet service in France, which is a major step forward in achieving the goal of 2000 locations worldwide by 2017.

The high quality, modern and innovative nature of the toilet concept was the decisive factor in the collaboration between SNCF and 2theloo. Apart from clean toilets, a shop with hygiene products, drinks and funny gifts, 2theloo has proven to successfully manage its toilet services at busy locations.

As a result of the national collaboration with SNCF, 2theloo recently acquired the high-end Paris based toilet store chain – Point WC. This has ensured that the Dutch company will have the knowledge of the French market as well as growth in the various local establishments.

Almar Holtz (CEO): “We are thrilled about this new co-operation and the fact SNCF choose our concept. 2theloo will, with this experience, be able to expand to bigger stations in Europe.”

2theloo is a successful toilet shop and service concept with clean toilets, unique design and a shop with gifts and a toilet-related range. The first toilet store opened in 2011 in Amsterdam, followed by an explosive growth of branches. Currently 2theloo has nearly 200 toilet stores in malls, petrol stations and in popular tourist locations in 13 countries. Each year, more than 40 million people are happily using the services of 2theloo.

2theloo aims to expand to 2,000 locations in 2017.

### **About Avedon**

Avedon provides growth capital to small and mid market companies with an enterprise value ranging between EUR 30 - 300 million in the Benelux and Germany. Avedon aims to support companies with strong leadership, proven business models and records of increasing revenues and earnings, and that are looking for an active, added value partner to further scale up and expand their business. Specifically Avedon supports management teams and entrepreneurs in accelerating and realizing their growth ambitions through:

- Genuine partnerships during the entire investment period, whereby Avedon is actively involved in the agreed growth plan to realize the full potential of a company. Depending on the needs and wishes of the company, Avedon supports (geographic) organic expansion, acquisitions, revenue and profitability enhancement, operations and logistics, recruiting and management information systems.
- Flexible investment structures offering tailor made solutions through majority or meaningful minority stakes and ability to provide standby capital to accelerate growth plans.

- Access to an extensive network and deep sector expertise.

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