

# VOYAGEURS DU MONDE

LE SPECIALISTE DU VOYAGE SUR MESURE ET DU VOYAGE D'AVENTURE

Press release

Paris, July 6th 2017

## Voyageurs du Monde expands on the UK market

Following an agreement effective 5th July 2017, Voyageurs du Monde acquired KE Adventure Travel, a UK specialist of adventure travel.

This acquisition (100% of capital) is following a first investment early 2017 in 60% of Original Travel's capital, a UK specialist of tailor made travel. This acquisition increases Voyageurs du Monde activities on UK market and is inline with its international development strategy. With this acquisition, added to the current presence in Switzerland, Belgium and Canada, the foreign customers will now represent close to 20% of the company turnover.

KE Adventure Travel, based in Keswick, was founded by Glenn Rowley and Tim Greening in 1984. KE Adventure Travel offers travels based on hiking, trekking, and cycling around the world. Both founders will continue to manage the KE Adventure Travel teams, while the management gets reinforced.

By leveraging the expertise of Voyageurs du Monde in France on adventure travels, with its main brands (Allibert Trekking, Nomade Aventure and Terres d'Aventure), this operation will allow KE Adventure Travel to expand its offer in some countries and to have a large range of individual travels already developed on the French market.

KE Adventure Travel will also accelerate international growth on English-speaking customers (American, Canadian, Australian and New-Zealander) which today accounts for 20% of its customers. KE Adventure Travel, a 27 employees company, reached in 2016 a turnover of GBP 7.9 million and EBITDA GBP 623,000. In 2017, the turnover growth shall be above 10 %.

The Voyageurs du Monde group reached a global turnover of 379.3 million euros in 2016.

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*Voyageurs du Monde S.A. is admitted to trading on Euronext Growth and is qualified for a "PEA PME" (saving plan in shares for SME financing) (Code ISIN : FR0004045847 / Mnémonique : ALVDM).*

### **Contacts :**

Voyageurs du Monde :      Lionel Habasque T : 01 53 73 76 86    M : [lhabasque@terdav.com](mailto:lhabasque@terdav.com)  
   Alain Capestan T : 01 42 86 16 54    M : [acapestan@voyageursdumonde.fr](mailto:acapestan@voyageursdumonde.fr)