

PETIT BATEAU PREPARES TO WRITE A NEW CHAPTER IN ITS HISTORY

PRESS RELEASE

SEPTEMBER 4, 2025

PETIT BATEAU PREPARES TO WRITE A NEW CHAPTER IN ITS HISTORY

PRESS RELEASE

ISSY-LES-MOULINEAUX, SEPTEMBER 4, 2025

As part of its strategic roadmap, Groupe Rocher today announced that it has selected Regent as the preferred prospective acquirer to accelerate the development of Petit Bateau, an iconic children's fashion brand. The project was presented today to employee representative bodies.

REGENT, A TRUSTED PARTNER IN REVITALIZING HERITAGE BRANDS

This proposed divestment is based on the ambition to infuse Petit Bateau with a renewed growth dynamic, leveraging the resources and expertise of Regent, a specialist in revitalizing heritage houses such as DIM (France), Bally (Switzerland) and La Senza (Canada). Founded in 2013, Regent is a long-term investor with portfolio companies in Europe, North America and Asia, operating across consumer, industrial, technology and media sectors.

A HERITAGE RESPECTED AND PROJECTED INTO THE FUTURE

"Petit Bateau is a French institution with deep roots in Troyes, renowned craftsmanship, and a cherished place in families' lives around the world. For more than 130 years, its workshops have clothed generations with enduring quality and care. If we have the privilege of becoming its next steward, we will honor this heritage by safeguarding what makes Petit Bateau irreplaceable: its craft traditions, its French spirit, and the trust families place in every garment, so that its legacy continues for generations to come," says **Michael Reinstein**, Chairman of Regent.

A CONSTRUCTIVE AND FORWARD-LOOKING HANDOVER

"Selecting Regent reflects our commitment to securing the best possible conditions for Petit Bateau's long-term development," explains **Jean-David Schwartz**, Chief Executive Officer of Groupe Rocher. "We are confident that Regent will provide the brand with the momentum it needs to achieve its ambitions, while preserving the roots and identity that are its greatest strengths. Throughout the process, we will remain close to the teams to ensure a transition built on dialogue."

PETIT BATEAU, A BRAND ALIVE AND LOOKING TO THE FUTURE

Petit Bateau's management stands alongside its teams to guide them through this new stage with clarity, attentiveness and proximity. *"This prospective handover is a pivotal moment for all of us – because Petit Bateau is far more than just a brand: it is a human adventure, a story woven with passion in Troyes and beyond, across generations. We are approaching this step with responsibility and optimism, drawing strength from our identity, culture and local roots,"* says **Alexandre Rubin**, CEO of Petit Bateau. *"The renewed momentum is already visible: after returning to growth in 2024, our B2C sales rose by +2.7% in the first half of 2025. E-commerce activity also continues to expand, particularly in France (+5.6%) and Japan (+8.3%). This confirms the vitality of a beloved brand that is alive and confidently looking to the future."*

Note : This project is currently subject to consultation with employee representative bodies. No final decision will be made before this process is complete, in full compliance with legal obligations.

ABOUT PETIT BATEAU

Petit Bateau is a beloved French children's brand, cherished across generations. It is known for iconic products such as the cotton brief, bodysuit, marinière, raincoat and peacoat – and is present across the entire value chain (design, knitting, dyeing, manufacturing, screen printing and embroidery).

Petit Bateau employs 2,400 people: 1,400 in France (including 600 in retail) and 1,000 abroad. The brand operates three sites: a manufacturing plant and logistics hub in Troyes, France, and a production site in Morocco.

ABOUT REGENT

Regent is a global holding company with investments across the industrial, consumer, technology, and media sectors. Selected portfolio companies include Bally, DIM Paris, Playtex, Escada, Lydech, Foundry and TechCrunch. Regent is headquartered in Beverly Hills, California, USA. For more information, please visit www.regentlp.com.

PRESS CONTACTS

press@yr.net

raphael.abensour@backbone.consulting +33 6 58 96 29 30

emmanuel.dubarry@backbone.consulting +33 6 13 62 67 16