

### Overview

**Headquarters/Active:** Manchester (UK)/ Active in 17 countries  
**Industry:** (B2B) Electronic Component Distributor  
**Revenue:** EUR 265m (2022A)  
**Adj. EBITDA:** EUR 41m  
**Asset class:** Private Equity – Lower Mid-Market

March 2020

AURELIUS Private Equity  
Lower Mid-Market  
acquires

**DISTRELEC**

from

**DATWYLER**

June 2023

AURELIUS Private Equity  
Lower Mid-Market  
sells

**DISTRELEC**

to

**RS GROUP**

### Status-Quo at Acquisition

#### Underperforming corporate business unit in a fundamentally good market

- Diversified value-added electric component distributor serving need-it-now demand of R&D and MRO departments
- Market supported by secular tailwinds (electrification, IoT), yet, business not growing and primarily active in its home markets
- Bloated, only loosely integrated organisation with low cost control, shift towards digital channels not properly addressed

### AURELIUS' Transformation: "Back to the digital future"



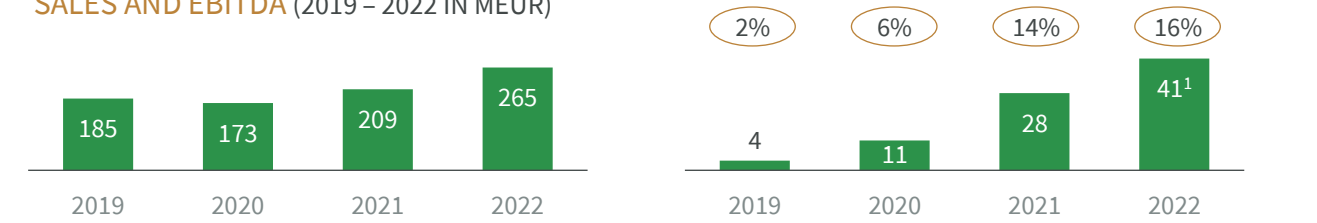
#### Carve-out and stabilisation

- IT carve-out and setup of standalone organisation
- Reorganisation of sales & support functions and creation of centers of excellences (finance, IT, supply chain)
- Sourcing, inventory space utilisation optimisation, SKU rationalisation, and handling optimisation
- Investment in performance marketing and product & project management training

#### Building a digital champion

- Investment in strong product- & engineering team and in tech stack (SAP Commerce CC V2.0, Google Analytics 360)
- Further investment in SEO & SEA capabilities and data-driven steering along the whole value chain
- Hiring of new management team and build-up of agile, results-oriented and data-driven corporate culture

SALES AND EBITDA (2019 – 2022 IN MEUR)



### At Exit: Best-in-class digital performance, returned to growth at increased profitability

#### Pan-European Electronic Component Distributor back on growth path with substantially increased profitability

- Strong shift towards online, industry-leading digital and performance marketing capabilities, based on scalable supply chain and tech stack
- Additional volumes in 15 European markets and more than 65,000 new customers
- Significant sales and EBITDA increase, ample improvements of all relevant KPIs
- Team with customer first mindset and an agile, data- and result driven collaboration culture

<p><b>+14%pps</b> online sales from 52% to 66%</p>	<p><b>+13%</b> ROAS Improvement</p>
<p><b>97%</b> Employees enjoy Distrelec</p>	<p><b>-6.6%</b> Cost-per- Order-line</p>

<sup>1</sup>. EUR 41m do not include EUR 4m EBITDA that were part of the Distrelec Group but not part of the sold perimeter.

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