

## Voyageurs du Monde expands on the UK market

Following an agreement reached on 13<sup>th</sup> December 2018, KE Adventure Travel, a UK subsidiary of Voyageurs du Monde and adventure travel specialist, acquired 100% of the capital of Mickledore Travel Ltd and thus strengthens its position in the UK market.

Founded in 2004 by Rick and Sonja Cooper, Mickledore is the market leader in self-guided walking holidays in the UK. The company has its office in Keswick in the Lake District, and has 12 employees. It achieved sales of £2.7m in 2018.

With the support of Ashley Toft, Chief Executive Officer of KE Adventure Travel, Rick and Sonja Cooper will continue to work with the Mickledore team to ensure the continued growth and development of the company, which will maintain its organisational autonomy.

This acquisition will allow KE Adventure Travel to benefit from the expertise of the Mickledore team in selling and operating its recently launched self-guided programs, alongside their current small group adventure offering. Mickledore will be able to diversify its offering in other European countries, as well managing the self-guided travel arrangements in the UK for many of the French companies in the Voyageurs du Monde group: Terres d'Aventure, Allibert Trekking and Nomade Aventure.

Voyageurs du Monde Group achieved sales of €426.9 million (Euros) and KE Adventure Travel £9 million in 2017.

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*The Group is the French leader in tailor-made travel (58% of 2017 revenue), with the Voyageurs du Monde, Comp-toir des Voyages and Original Travel brands, and in adventure travel (38% of 2017 revenue) with the Terres d'Aventure, Allibert Trekking and Nomade Aventure brands.*

*Its shares are admitted to trading on Euronext Growth Paris and are eligible for PEA-PME savings schemes in France.*

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