



Press Release

Looping acquires West Midland Safari Park

Paris, 20 December 2018 – The Looping Group (“Looping“) announces that it has completed the acquisition of West Midland Safari Park (“WMSP“) from SafariWorld Holdings Limited.

Located in the Worcestershire, at a 45 minutes driving distance from Birmingham (UK), WMSP is a regional wildlife park with a safari-drive-through and a pedestrian area, as well as some attractions. It recorded sales of approximately £17 million and attracted around 700,000 visitors this year.

Laurent Bruloy, CEO of Looping, commented: “After taking over the Zoo de la Flèche last year, we continue our development in the world of animal parks and are very pleased to welcome a flagship park such as WMSP in our group. It is one of the most visited Safari Parks in U.K. This acquisition strengthens the Group’s presence in that country. We believe that our expertise in wildlife parks and our important investment plan over the next years, will help WMSP reach its full potential. The integration of a 3rd animal park with such a great team should allow us to increase our expertise in this segment”

WMSP is the fifteenth park and second park in the UK for Looping. It is the fourth add-on acquisition since Ergon entered as the new anchor investor of the Group, after the acquisition of the German attraction park Fort Fun in April 2017, of the French wildlife park Zoo de La Flèche in November 2017 and of the Portuguese aquatic park Amarante last December. Régis Marçais, Director Business Development at Looping added: “This targeted add-on strategy, combined with our organic growth, has allowed Looping to double its size over the last 2 years and to integrate more and more talented people”. Proforma of the acquisition of WMSP, Looping will count around 4.3 million visitors per annum for a turnover in excess of € 100 million.

About Looping

Created in 2011, Looping is a leading operator of regional amusement parks in Europe. The group consists of 15 parks located in France, Switzerland, Netherlands, UK, Spain, Portugal and Germany. Proforma of the acquisition of WMSP, Looping will count around 4.3 million visitors per annum for a turnover in excess of €100 million.

For more information on Looping, please visit www.looping-group.com.

About WMSP

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For more information on WMSP, please visit www.wmsp.co.uk.