



PRESS RELEASE 05.10.2016

### **Sale of Human Race Group Ltd to Amaury Sports Organisation**

Epsilon Partners has sold its investment in Human Race Group Ltd ('Human Race'), one of the UK's foremost mass participation endurance sports event operators, to Amaury Sports Organisation ('A.S.O.'), the French company which organises a portfolio of events including the iconic Tour de France.

Human Race is one of the largest and most diverse mass participation events company in the UK with a portfolio of over 30 events each year including Triathlon, Cycling, Running, Open Water Swimming, Duathlon, Off-Road, Corporate and Youth events. Included in the portfolio are the London Winter Run, the Dragon Ride – the UK's most prestigious sportive cycling event, the famous Windsor Triathlon, and Vitality Move – a new event in partnership with Olympic champion Jessica Ennis-Hill.

A.S.O. organizes leading international sporting events, with 70 events in 20 countries and 5 sports including cycling in the Tour de France, the Dakar rally, in golf the Alstom Open de France, in sailing the Tour de France Sailing and the Paris Marathon. Amaury Sport Organisation is a subsidiary of Groupe Amaury.

The terms of the transaction have not been disclosed. The sale has produced a 2.8x return for Epsilon Partners which has owned a majority stake in the business since founding it with Nick Rusling, Human Race's CEO, in 2010 with a strategy of building a portfolio of best-in-class mass participation endurance sports events through creation and acquisition. Epsilon Partners hired the original management team, helped to shape the firm's culture and service proposition, secured five add-on acquisitions, raised additional acquisition finance from Calculus Capital, and oversaw the group's rapid development through to the successful sale to A.S.O.

Epsilon sold specialist sports signage provider, Logopaint, in January 2015 to Ehrvervsinvest.

Contact: Angus Chilvers or Peter Worth on [ac@epsilonpartners.com](mailto:ac@epsilonpartners.com)