

## Marcel Villette Group accelerates its development with two strategic acquisitions

**Less than six months after Weinberg Capital Partners became a minority shareholder, Marcel Villette Group is continuing its expansion with the acquisition of two new companies: Soisy Arrosage and Jardins de l'Orangerie. These transactions are part of the external growth strategy initiated several years ago by its leader, Armand Joyeux, and reinforce the diversification of its activities across two promising segments: the installation and management of irrigation systems with Soisy Arrosage, and the development of roof terraces and indoor-outdoor gardens with Jardins de l'Orangerie.**

Founded in 1957 and located in the Île-de-France and Hauts-de-France regions, Soisy Arrosage specializes in the installation and maintenance of irrigation systems, fountains, ponds, misting devices, and turnkey lighting solutions, mainly for a B2B clientele. Among its iconic projects are the Stade de France, the Longchamp Racecourse, the Belleau Wood American Cemetery, and Le Touquet Golf Course.

Established in 1994 and also based in Île-de-France, Jardins de l'Orangerie offers a comprehensive range of garden layout and maintenance services, covering exterior gardens, indoor plants, and Parisian terraces. Catering predominantly to an upscale B2B clientele, it has executed substantial projects such as the surroundings of the Philippe-Chatrier and Suzanne Lenglen courts at Roland-Garros, as well as at Parisian hotels like The Peninsula Paris and the patio of Royal Monceau.

Thanks to these two strategic acquisitions, which allow it to expand its offer onto two previously uncovered segments, Marcel Villette Group achieves an important milestone by exceeding €50 million in turnover, marking its transition from SMB to mid-sized enterprise.

The integration of WCP IMPACT DEV fund into Marcel Villette Group's capital strengthens a unique value proposition: building a consolidation platform founded on a project that is both family-run and independent, by involving the selling entrepreneurs in the future value creation of the group.

**Armand Joyeux, President of Marcel Villette Group, states:** *"The integrations of Soisy Arrosage and Jardins de l'Orangerie represent a key stage for our group, enhancing our offer with expertise increasingly sought after by our clients. We intend to continue this development momentum through new external growth operations in the coming months."*

**Cédric Weinberg, Partner and Managing Director of Impact expertise at Weinberg Capital Partners, emphasizes:** *"We are delighted to support Armand Joyeux and his teams in implementing their external*

*growth strategy. These two acquisitions, completed less than six months after our entry into the capital, perfectly illustrate our investment thesis, aimed at emerging as the independent regional leader through sector consolidation."*

## Weinberg Capital Partners

### The right time – The right team

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#### About Weinberg Capital Partners

Founded in 2005, Weinberg Capital Partners is an independent investment company historically active in buy-out capital, which expanded its field of intervention to real estate assets in 2008. In 2020, Weinberg Capital Partners added its capacity to invest in SMEs/mid-caps with a minority strategy focused on sustainable development issues, which offers extra-financial support known as impact, to better prepare companies for environmental and societal challenges. In 2023, Weinberg Capital Partners created a new fund, Eiréné, dedicated to the development of SMEs/mid-caps in the security and defense sector. In 2024, the company continued its growth in private equity with the launch of a co-investment fund, WCP Co-Invest.

With €1,8 billion of assets under management, Weinberg Capital Partners is a significant player in the mid-market equity segment in France.


Weinberg Capital Partners is a signatory of the PRI, a member of the International Climate Initiative and an active responsible investor.

★★★★★ with a score of 92/100 in the PRI Direct – Private Equity category.

★★★★☆ with a score of 87/100 in the PRI Direct – Real Estate category.

Weinberg Capital Partners supports Télémaque, an association for equal opportunities in education.

**For more information:** [weinbergcapital.com](https://weinbergcapital.com).

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#### About Marcel Villette Group

Founded in 1929, the Marcel Villette company has been contributing to the landscaping and renaturalization of urban green spaces for nearly a century. In the 1990s, it developed the André Citroën Park in Paris and the gardens of the National Library of France.


In the 2000s, the company restored the gardens of the Villarceaux estate, created the Courson Golf Club, and landscaped the gardens of the Petit Palais and the Vendôme Pavilion. During this period, it became the first green space company to be ISO 9001 certified.

Under the leadership of Armand Joyeux since 2008, the company has accumulated numerous landmark projects and awards (7 Landscape Victories), such as the Orange eco-campus in Châtillon, Freudenstat Park in Courbevoie, and the Terra Botanica theme park in Angers.

The group has consolidated its expertise by acquiring 9 subsidiaries over the past 10 years in the fields of green spaces, pruning, playgrounds, and sports fields.

In 2024, the Marcel Villette Group strengthened its CSR strategy with the implementation of an environmental charter and the execution of its own carbon footprint assessment to sustainably reduce its CO<sub>2</sub> emissions.

**For more information:** [marcel-villette.fr](https://marcel-villette.fr).

 Follow the Marcel Villette Group on LinkedIn.

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