

CIEPTAL CARS

THE COMPANY

Founded in 2006, Cieptal Cars is a privately-owned company specialising in the long-term car rental business. The company is the current market leader in Algeria. It owns a large fleet of around 750 vehicles and operates as a business-to-business player. Customers are corporate clients mainly from the oil and gas sector.

As well as offering long-term car rental services, Cieptal Cars covers other segments such as car transportation, drivers' services, and car maintenance services. Cieptal Cars operates through two sites covering a total of approx. 10,000 square metres. One site is located in Algiers and offers the company's full service offering. The second site, fully dedicated to its long-term car rental activity, is in Hassi Messaoud.

The car rental market in Algeria is highly fragmented. Cieptal Cars is the company with the largest car fleet in the country in the long-term rental for large corporates segment.

<i>Country</i>	→ Algeria
<i>Sector</i>	→ Long-term car rental
<i>Business focus</i>	→ Car rental and transportation; drivers' services; car maintenance services
<i>Key figures 2015</i>	→ € 11 million in revenues; 230 employees
<i>Investment date</i>	→ March 2016

THE ROLE OF MEDITERRANIA CAPITAL PARTNERS

Mediterrania Capital Partners investment has allowed Cieptal Cars to: 1) fully review its development strategy of focusing on its core business, 2) complement its product offering by diversifying into new activities and strengthening its product offering, and 3) invest and expand its fleet in line with the company's development plan.

On the other hand, Mediterrania Capital Partners has introduced Cieptal Cars to the best-reputed international car rental brands and is leading the negotiation of several distribution agreements on behalf of the company.

THE FUTURE

The strategic plan of Cieptal Cars is seeking to deliver additional growth by diversifying into other sectors such as industry, retail/distribution and construction, effectively switching from a passive to an active commercial profile, and into other business segments such as the short term car rental activity.



“ Our corporate strategy seeks to increase and diversify our portfolio of clients, products and activities in Algeria while identifying new opportunities abroad. The team of *Mediterranea Capital Partners* has brought solid support to our future plans, thanks to its extensive business knowledge and experience in the region. ”

Rachid Benlakehal,
Founder of Cieptal Cars

Revenues 2015

€11 million

Worforce 2015

230 employees