



Proprietary

People & Baby acquires Busy Bees International Preschool and Mela Bimbi, eyes more targets - sources

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French nursery operator People & Baby has acquired Busy Bees International Preschool and Mela Bimbi, two Rome-based childcare providers, two sources familiar with the situation told *Mergermarket*.

People & Baby was advised on the deal by Broletto Corporate Advisor (BCA) and law firm LawSharing, the sources said.

With the two acquisitions, People & Baby sees the numbers of its Italian schools grow to six, the sources said, adding that the company intends to continue expanding in the market via further new buys.

People & Baby, which specialises in school management at an international level, aims to take advantage of this niche market, which is also highly profitable in Italy, one of the sources said. The space is very fragmented, with plenty of opportunities for further growth via M&A, the source added.

The France-based company, which manages over 600 preschools worldwide, entered Italy in 2020 with the takeover of Giacomotiva and Polaris Preschool, two Milan-based childcare providers for EUR 4m, as reported by *Mergermarket*.

Earlier this year, the company also acquired Smile, an Italian group active in pre-schools management, and Dadà, a Milan-based preschool specialised in innovative educational methods, with BCA as its buy-side advisor, one of the sources said.

