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Proskauer Advises Initiative & Finance Tomorrow on Investment Alongside Latour Capital and Management in Acquisition of Rollakin Group

May 23, 2025

PARIS, May 23, 2025 – Proskauer, a leading international law firm, advised Initiative & Finance, through its SFDR 9-compliant fund Tomorrow, which focuses on environmental transition, on its investment alongside Latour Capital and the management team in the acquisition of Rollakin, an international group specializing in the online distribution of transmission parts.

The new shareholders are taking over from Trajan Capital, LT Capital, and Bpifrance, who had been key stakeholders in the group since 2021. The management team, led by Pierre Seznec since 2021, is making a significant reinvestment in the transaction.

With a catalog of 300,000 items, Rollakin holds the largest stock of transmission parts in Europe (e.g., bearings, seals, belts) and can fulfill single-unit orders with delivery across the continent in under 24 hours. The group already serves over 100 countries through its two complementary brands: 123Roulement and Simply Bearings.

Rollakin has experienced rapid growth in recent years, with revenue increasing from €12 million in 2021 to nearly €30 million in 2024. The company has established itself as a leading distributor for major transmission part manufacturers, thanks in part to its strong customer satisfaction performance.

With the backing of its new shareholders, the management team—still led by Pierre Seznec—aims to continue this momentum as the group enters a new phase, focusing on expanding its B2B offering, diversifying its product catalog, and accelerating its international presence.

This expansion will be driven by both sustained organic growth and a proactive acquisition strategy, as the group explores high-potential new markets.

The Proskauer team was led by partner Matthieu Lampel and included counsel Laurent Asquin and associates Fadoua Nounnouhi and Hugo Monteiro Vieira. The team also included partner Gwenaël Kropfinger and associate Maxime Dussartre (Tax) ; partner Maud Manon and counsel Pierre Tardivo Finance) and partner Mary Wilks (Antitrust).

About Proskauer

The world's leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are known for our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game-changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

Our premier M&A practice is distinguished by the combination of our transactional strength and deep sector knowledge. We are a destination firm for large-cap and middle-market deals with extensive expertise in the structural, cultural and procedural issues that are often at the center of complex, cross-border transactions. From London to New York, Paris to Los Angeles and across the globe, organizations turn to our lawyers for their most significant and transformative transactions. Our multi-disciplinary team offers actionable insights, sophisticated strategies and creative solutions that drive commercial success for our clients.

Related Professionals

- **Matthieu Lampel**
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