

*Neuilly-sur-Seine, 13 October 2021*

# **Château Guiraud is changing its shareholding structure in order to accelerate its development in wine tourism and to strengthen the attractiveness of the Sauternes appellation.**

**Peugeot Invest and Château Guiraud announce that Matthieu Gufflet has become the majority shareholder of Financière Guiraud. Founding Chairman of EPSA, he is also an entrepreneur specialising in the hospitality and sustainable development sector through hotels, restaurants and other agricultural activities, developed under the "Terres de Natures" brand.**

Matthieu Gufflet has thus completed the company's shareholding round alongside Robert Peugeot, CEO. After 38 years of managing and developing the estate, Xavier Planty has decided to step out of the capital and pursue other interests.

The arrival of Matthieu Gufflet confirms the continuity of the two pillars of the château's strategy: organic viticulture and wine tourism.

Located at the heart of the Sauternes appellation, Château Guiraud is the only 1er Grand Cru Classé in 1855 to be certified in organic farming. The environmental approach will be reinforced by the development of permaculture to continue to enhance the value of its unique territory.

By developing its reception capacity, Château Guiraud will be able to offer its customers, both companies and individuals, a unique experience thanks to accommodation that respects its natural environment, focused on well-being, and healthy food that favours short circuits served in the restaurant La Chapelle de Guiraud.

Commenting on the deal, Robert Peugeot, Chairman of Peugeot Invest, said: "*We see the potential that the natural hotel experts Matthieu Gufflet and his team bring to Château Guiraud. Peugeot Invest has been working with Château Guiraud since 2006 and we are delighted to participate in a new episode in the development of this prestigious vineyard by remaining a shareholder alongside it.*"

Matthieu Gufflet commented: "*We want to make Château Guiraud a benchmark in sustainable viticulture and hospitality. Our long term project is also to continue the qualitative development of the estate led until now by the teams in place and its shareholders, with the ambition to contribute to the renewal of the Sauternes region.*"



---

## ABOUT PEUGEOT INVEST

Peugeot Invest is an investment company listed on Euronext, majority-owned by Etablissements Peugeot Frères. Via its Peugeot 1810 subsidiary, Peugeot Invest is one of the leading shareholders in Stellantis and Faurecia. It also pursues a minority-shareholding and long-term investment policy. Peugeot Invest holds interests in listed companies (such as SEB, Safran, ORPEA, LISI and SPIE), non-listed companies (such as Tikehau Capital Advisors, International SOS, Acteon and Total-Eren), co-investments (such as IHS and JAB Holding), private equity funds and real estate (SIGNA Prime Selection and Immobilière Dassault).

## ABOUT MATTHIEU GUFFLET

Matthieu Gufflet is the founding chairman of EPSA, a purchasing and operational performance consulting group. The group has a consolidated turnover of approximately 650 million euros. Matthieu Gufflet is also the owner of Château de Callac, a 40-hectare vineyard in the Graves appellation and has developed a chain of hotels and high-end restaurants under the name "Terres de Natures" throughout France, particularly in the Paris region, in the Alps and on the Cap Ferret peninsula.

### INVESTOR RELATIONS

#### Sébastien COQUARD

[sebastien.coquard@peugeot-invest.com](mailto:sebastien.coquard@peugeot-invest.com)  
+33 1 84 13 87 20

### PRESS CONTACT

**Leslie Jung-Isenwater**  
[peugeotinvest@image7.fr](mailto:peugeotinvest@image7.fr)  
+33 6 78 700 555

---