

Hervé Jouves, President of Hygie31, receives the BFM Entrepreneur of the Year Award

The Hygie31 Group, Latour Capital portfolio company, a key player in the healthcare sector, is proud to announce that its President, Hervé Jouves, has been honoured with the prestigious BFM Entrepreneur of the Year Award during a ceremony held on January 13 at the Grand Palais in Paris. This exceptional evening brought together more than 800 decision-makers from leading French companies and unicorns. For 20 years, this award has celebrated the success and influence of French businesses.



Hervé Jouves was selected to receive this award from among the 9 key figures who made a significant impact on the economy in 2024.

A visionary and committed entrepreneur

Hervé Jouves built his career primarily within retail chains such as Darty, Conforama, Delbard, and Virgin Megastore. Joining Laf Santé as General Manager in 2012, he leveraged his expertise to structure the group and develop a unique model in the healthcare sector. Hervé Jouves thus transformed the network of 30 *Pharmacie Lafayette* outlets into a unique healthcare ecosystem. In 2021, he founded Hygie31 with the ambition of becoming one of the leading healthcare players in Europe.

The rapid growth of the Group is driven by its eight subsidiaries, which mutually enhance each other and contribute to the Group's development. This growth is also fueled by its ability to invest in the future, particularly in AI and logistics. With combined revenue of €3.3 billion in 2024, seven external growth operations over three years expanding the Group to 1,400 pharmacies across Europe, 15,000 pharmacy staff, and 500 corporate employees, the Toulouse-based company has become a key player in the healthcare sector in France and Europe.

A prize that rewards a career based on a strong conviction

A man of conviction, Hervé Jouves has been driven by a strong determination to transform the healthcare market since his arrival as head of Laf Santé in 2012. With this goal in mind, he pioneered retail in the pharmacy sector that same year and created the French public's favorite advocacy brand, Pharmacie Lafayette, built around a unique concept of "low prices / wide selection / expert advice." This disruptive model and innovative concept have since been adopted across the profession.

Always a forerunner, Hervé Jouves successfully transitioned the brand to a service-oriented model five years before the COVID pandemic. Since the pandemic, pharmacists have become key players in the French healthcare system, taking on an increasing number of healthcare responsibilities to serve the population.

The creation of Hygie31 in 2021 allowed Hervé Jouves to take his vision even further. By anticipating the market's evolution toward consolidation and vertical integration, he developed a unique healthcare ecosystem tailored to meet the needs of customers and patients. His straightforward ambition: to become one of the leading healthcare players in Europe. For the record, Latour Capital acquired a stake in Hygie31 in September 2022.

In 2024, Hygie31 demonstrated its ability to invest in the future of European healthcare and contributed to its evolution through strategic investments in artificial intelligence and the deployment of a cutting-edge logistics solution.

2025 will be a year of acceleration, with new external growth initiatives, the ambition to represent 2,000 pharmacies—equivalent to 10% of the market—and exciting projects ahead in France and across Europe.

An award to honor the success and influence of French businesses

Organized for the 20th consecutive year by the BFM group, the BFM Entrepreneur of the Year Award is an event designed to honor a business leader who made a significant impact on the economy in 2024, along with eight other key figures in their respective fields.

This event is a key gathering for players in the French economy. Hervé Jouves, like the nineteen previous laureates, embodies success and serves as an inspiring role model for future generations of entrepreneurs.

"I created Hygie31, a unique healthcare ecosystem in Europe where our subsidiaries complement each other and contribute to the Group's growth for the benefit of our members. My conviction: tomorrow, pharmacists will be the local doctors, ensuring that healthcare is accessible everywhere, for everyone, at all times," says **Hervé Jouves, President of Hygie31.**

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About Hygie31

With combined revenue of €3.3 billion and over 1,400 pharmacies represented in France and Spain, Hygie31 is a major player in the healthcare sector, with expertise centered around four key activities:

- Management of the LafSanté Group's four brands: Pharmacie Lafayette (306 pharmacies), Parapharmacie Lafayette, Optique Lafayette (51 stores), and Médical Lafayette (44 stores).
- Support for regional networks of traditional pharmacies: Including Pharmacorp (562 pharmacies), Pharmacyal (146 pharmacies in Hauts-de-France), Magdaléon (104 pharmacies in Grand Est), and Quartz (115 pharmacies).
- E-commerce operations through its subsidiaries Dhygietal (cocooncenter.com and parapharmacielifayette.com) and Distrimed, a leading French online distributor of medical devices for healthcare professionals.
- Development of the Ecoceutics network in Spain, with 135 pharmacies.

Hygie31's mission is to make healthcare accessible to as many people as possible and to reinforce the role of pharmacies as the primary point of health support in Europe. The strength and coherence of its networks, combined with its robust online presence, make it a leading player in pharmacy and wellness in France.

<https://hygie31.com/>

About Latour Capital

Latour Capital is an independent French asset management company with an entrepreneurial culture and extensive operational experience. With more than €4 billion under management and around 30 professionals, it is an active investor, working alongside the management of its holdings. Its priority is to invest in companies with strong growth potential, both in France and abroad. Latour Capital acquired a stake in Hygie31 in September 2022.

www.latour-capital.fr