

November 8, 2022

# IMAP Morocco advises on the sale of Atlas Bottling Company to Equatorial Coca-Cola Bottling Company

IMAP is pleased to announce that IMAP Morocco has advised Diana Holding on the sale of Atlas Bottling Company (“ABC”) to Equatorial Coca-Cola Bottling Company (“ECCBC”).

ABC is the leading Coca-Cola bottler in the northern and eastern areas of Morocco, with a regional market share of c. 90%.

Diana Holding is a diversified holding owned by the Zniber family and holding participations in several companies in agriculture, olive oil, wine and spirits, poultry and animal feed, plastic packaging, and fish canning and distribution.

ECCBC is the official Coca-Cola bottler in 13 countries in North and West Africa and is committed to continuing to invest, employ, produce, and distribute locally while maintaining strong commitments to the economic and social well-being of each community it serves.

The transaction aligns with Diana Holding’s strategy to reinforce its position in other agribusiness segments, accelerate its development across the African continent, and capitalize on its substantial bottling experience to keep developing its know-how in the plastic packaging and distribution sectors.

The team from Ascent Capital Partners – IMAP Morocco, led by Abdellatif Imani and Mehdi Berbich, advised Diana Holding on the sale.

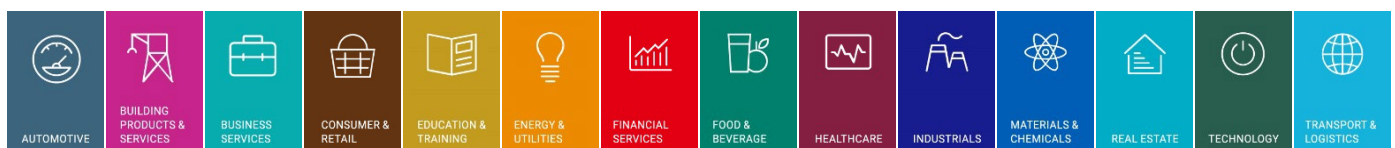


**Abdellatif Imani**  
Founding Partner  
IMAP Morocco  
abdellatif.imani@imap.com



**Mehdi Berbich**  
Founding Partner  
IMAP Morocco  
mehdi.berbich@imap.com

For more information on IMAP transactions visit [www.imap.com](http://www.imap.com)



IMAP is an International Mergers and Acquisitions Partnership, with 450 M&A professionals and a presence in 41 countries. IMAP has closed over 2,200 transactions valued at \$120 billion in the last 10 years and is consistently ranked among the world’s top ten M&A advisors for mid-market transactions (Refinitiv). IMAP advises primarily mid-sized companies and their shareholders on sales and acquisitions globally, providing clients with entrepreneurial, unbiased advice and successfully helping them achieve their objectives.