

European Digital Group signs an LBO and targets revenues of €1 billion over the next 5 years

Paris, December, 19 2023 - European Digital Group (EDG) and Montefiore Investment announce that Latour Capital has acquired a stake in the group as part of an LBO transaction. Latour Capital and Montefiore Investment (the historical shareholder) now jointly hold the majority of EDG's capital, alongside Vincent Klingbeil and the management.

Latour Capital's acquisition of a stake in EDG is designed to accelerate the development of the group, which aims to exceed €1 billion in revenues within 5 years. This ambition is based on significant organic growth targets coupled with a sustained acquisition dynamic and an ambitious international strategy. This transaction is consistent with European Digital Group historical growth, alongside its historical shareholders Montefiore Investment, its founder Vincent Klingbeil and all of the Group management.

Founded in 2019 by Vincent Klingbeil and Eric Bismuth (Montefiore Investment), EDG has become a key player in digital transformation and acceleration in about four years. The group now has nearly 1,700 employees and revenues approximating €250m. Able to support its customers (CAC 40, ETI, SMEs) on all digital levers, EDG's offer is structured around 5 areas of expertise: Technology & Cybersecurity, Data & AI, Marketing Performance, Digital Content and Growth Enablers / HR.

« After receiving several competitive offers, we decided to choose Latour Capital, a French investor with whom we share a common vision for EDG and a strong alignment of values. I'm delighted to be embarking on this new chapter in EDG's development alongside the teams of Latour Capital and our long-standing partner, Montefiore Investment. » **comments Vincent Klingbeil, European Digital Group Founder and CEO**

« We are particularly proud to have supported EDG from the outset, and are delighted to be able to assist the management team, of rare quality, in the group's continued development. We are delighted to welcome Latour Capital alongside Montefiore Investment in this great entrepreneurial adventure. » **adds Eric Bismuth, Montefiore Investment.**

« From the very first discussions, we were very favorably impressed by the quality of the management team and its strategic vision, which make EDG a leading player in its markets in France. We are delighted to be joining the adventure alongside Montefiore Investment and Vincent Klingbeil. » **declares Philippe Leoni, Latour Capital Associate Founder.**

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Stakeholders

Teams:

- European Digital Group: Headquarter : Vincent Klingbeil, Edwina Bassil, Gustave Carasi, Laurent Maltese, Rose-Anna Duchesne, Marion Nguyen Tan Hon / Business Units Leads : Laurent Cayatte, Jérémy Lellouche, Hervé Bloch, Antoine Gurwitch, Pierre Sensey
- Montefiore Investment: Eric Bismuth, Alexandre Bonnecuelle, Hugo Maillot, Elise Aubert, Julien Jacquet
- Latour Capital: Philippe Leoni, Nicholas Whitbeck, Léa Béal

Management:

- Management advisor: Callisto (Charles de Rozières, Romain Gerlinger)
- Corporate / M&A legal advisory : Goodwin Procter (Benjamin Garçon, Rodolphe Amaudric du Chaffaut, Lorraine De Groote)

Montefiore Investment:

- Corporate / M&A legal advisory: Proskauer (Jérémy Scemama, Aymeric Robine, Benjamin Benzakine, Philippine Rakover)

Montefiore Investment & Management advisors (vendor)

- M&A investment banking : Lazard (Charles Andrez, Kevin Le Pelve, Alexandre Martin, Ethan Benke, Allan Le Collen)
- Financial advisory : Lazard (Aurélien Gore Coty, Nicolas Rougier, Bleuenn Le Dily)
- Tax advisory : Mayer Brown (Benjamin Homo, Sarah Rahmoun, Simon-Pierre Ben Soussan)
- Strategic VDD advisory: McKinsey (Eric Hazan, Julien Didi, Charles-Henri Rannou, Marine Deprez, Jordan Many, Jeanne de Laharpe)
- Financial VDD advisory: PwC (Mike Eledjam, Sophie Brunot, Charles Simonnetto, Arnaud Thibesart)
- Social & IP-RGPD VDD advisory: Goodwin Procter (Benjamin Garçon, Rodolphe Amaudric du Chaffaut, Lorraine De Groote, Louis Jambu-Merlin)
- Tax VDD advisory: Mayer Brown (Benjamin Homo, Sarah Rahmoun, Simon-Pierre Ben Soussan)
- IT report advisory: PwC/Strategy& (Edouard Bitton, Anas Chadil, Quentin Thebault, Tony Daher)
- ESG VDD advisory: PwC (Clarisse Jolivet, François Thueux, Margaux Paya, Gabriela Ferrari, Chloré Thomann)

Latour Capital advisors (buyer) :

- M&A investment banking : Natixis Partners (Olivier Dardel, Théophile Coumau, Pierre-Antoine Hello), Oddo BHF (Hélène Panova)
- Financial advisory: Natixis Partners (Denis Vidalinc)
- Legal advisory (corporate / M&A): Willkie Farr & Gallagher (Christophe Garaud, Marie Aubard, Sarah Bibas, Yacine Maamri, Valentin Decre)
- Financial legal advisory : Willkie Farr & Gallagher (Paul Lombard, Ghita Lorabi)
- Anti-trust legal advisory: Willkie Farr & Gallagher (Faustine Viala, Maud Boukhris, Hana Rousse)
- Strategic BDD advisory: Indefi x Singulier (Mathieu Ferel, David Toledano, Claire-Marie Faucheux, Victor Trojani, Antonin Boye)
- Financial BDD advisory: Eight Advisory (Pierre-David Forterre, Chenwei Xu, Guillaume Chavagnat, Pierre Brivezac, Charly Brandini)
- Legal BDD advisory: Eight Advisory Avocats (Barbara Jouffa, Delphine Sauvebois-Brunel)
- Social & IP-RGPD BDD advisory: Gowling (Gaëlle Le Breton, Philippe Rousseau, Danhoé Reddy-Girard)
- Tax BDD advisory : Eight Advisory Avocats (Guillaume Rembry, Guillaume Exerjean)
- ESG BDD advisory : Eight Advisory (Guillaume Catoire, Thibault Lesage)

Contacts

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About European Digital Group

European Digital Group is the leading multi-specialist digital acceleration group for advertisers. The group brings together over 1,700 talents and will reach €250 million of revenue in 2023. Our mission is to bring together within a single structure the ultra-specialists in each of the levers of corporate digitalization. Thanks to our experts, we master every lever of digitalization to offer our customers tailor-made support and accelerate their growth. We have developed a cutting-edge offering to support business performance, covering all the levers of Digital and Technology, grouped into 5 areas of expertise:

- **Technology & Cybersecurity** : Metsys (IT Services & Cybersecurity), Wold (Digital Innovation)
- **Data & IA** : Semantiweb and Social Wire (Social Media Intelligence), Equancy (Data Strategy & AI), Dataventure (Data and Marketing Performance)
- **Marketing Performance** : Axome (E-commerce), Studio Zerance (Shopify Experts), Ad's up Consulting and Caboost (Digital performance), Clustaar by Ad's up (SEO & Data)
- **Digital Content** : Follow (Referral & Influence), Orès (Brands strategies and communications), Kindaï (Creative Social Media), 140 Studio (Snack content), Aura (Personal Branding), Andy (Celebrity Marketing), Band Originale (Creative Content), Digital Prod (Digital Content)
- **Growth Enablers & HR** : Avizio (HR Advisory), LesBigBoss (Lead BtoB Generation), Proximum365 (B2B), Pitch Planet (Sales coaching), Campus by Ad's up (Marketing Digital Education).

European Digital Group has also launched the Tech Show, a 100% online program that showcases the latest gems and talents on the tech and digital scene! To find out more, click here: www.europeandigital-group.com

About Montefiore Investment

Founded in 2005, Montefiore Investment is France's leading investor in small and medium-sized service companies. With a team of 50 employees, and drawing on its sector expertise and know-how, the company successfully supports companies in their growth and development projects. Montefiore Investment has demonstrated its ability to transform small and medium-sized companies into real European champions. Its track record has made it a key player in mid-market private equity. Based in Paris and Milan, Montefiore Investment currently has 4 billion euros of equity capital under management, and invests between 20 and 200 million euros of equity capital to finance the sustainable and profitable growth of its holdings. Since 2021, Montefiore has also been a shareholder and strategic partner of Starquest, a management company dedicated to investments in innovative companies with a high environmental impact (GreenTech). www.montefiore.eu

About Latour Capital

Latour Capital is an independent French private equity firm with an entrepreneurial culture and an extensive operational experience. With over €3bn assets under management and a team of c. 20 investment professionals, Latour Capital is an active shareholder, strongly involved in its portfolio companies alongside management teams. Latour Capital mainly invests in companies with strong growth potential both in France and abroad.