

ALPHA PRIVATE EQUITY ENTERED INTO EXCLUSIVITY WITH 21 INVEST TO ACQUIRE IMPACT FIELD MARKETING GROUP ALONGSIDE ITS MANAGEMENT TEAM LED BY JEAN-DOMINIQUE CASTELLANI

Paris, April 5th, 2022 - 21 Invest, who has been majority shareholder since November 2015, will hand over the group to Alpha Private Equity. The founders of Impact Field Marketing Group will sell their minority stake while the management team significantly increases theirs. The proposed transaction is expected to close in Q2 2022 - subject to customary regulatory approvals.

Impact Field Marketing Group (IFMG) provides solutions enabling its clients to roll-out their sales and marketing strategy across physical, mobile and digital channels throughout the customer journey.

Since the primary transaction was completed in 2015, the group has undergone a deep transformation that began in 2016 with the managerial transition between the group's founders and **Jean-Dominique Castellani, hired to lead the group.**

Under his leadership, IFMG has continuously asserted its positioning as a **key partner for multi-channel sales and marketing strategies**, notably by integrating state-of-the-art solutions. The acquisition in 2021 of the collaborative e-ambassador platform Demooz illustrates this approach.

IFMG has established itself as the **#1 player in the French market**, a position reinforced by the **acquisition of Groupe Addikt**, in March 2022. Furthermore, the group has initiated a **pan-European development plan** with the acquisition of the Belgium leader in 2018, while advanced discussions are underway with several major players in Europe. As a result, the group now generates **more than €100m of sales.**

This shareholding reorganization rewards the transformation of the group and confirms its promising prospects. IFMG's managers, who are reinvesting significantly, will rely on the expertise of Alpha Private Equity to accelerate the initiated strategy, in particular by continuing the European expansion and enlarging the portfolio of solutions. For this new project, IFMG and its new shareholders chose to keep a sustainability-linked financing provided by Eurazeo and Zencap.

Fabrice Voituren, Managing Partner and Hadrien Jourdan, Principal at 21 Invest France say: "When we invested in the Impact Field Marketing Group, we were convinced by the company's potential to evolve from a pure operational marketing player to a multi-channel solutions provider. Together with Jean-Dominique Castellani, we were able to reinforce the value proposition of the group, make it the undisputed French leader while giving it a European stature. IFMG is now ideally positioned to become the reference European player within its industry."

Jean-Dominique Castellani, CEO of Impact Field Marketing Group comments: "This operation allows IFMG to continue its development. Our platform is ready to build a European leader in its market. We have, with 21 Invest, whom I would like to thank for the work done, transformed and prepared our company for the next phase. Today we provide solutions allowing us to implement the marketing and sales strategies of our customers. We are very happy to continue our entrepreneurial adventure with a leading financial partner. The Alpha teams immediately understood our strategy and were able to show us the added value they can bring to IFMG, both in supporting our international development and in enriching our solutions, particularly digital ones."

Patrick Herman, Managing Partner and Vincent Darras, Investment Director at Alpha Private Equity add: "We are very happy to partner with IFMG for this new phase of development alongside Jean-Dominique Castellani and his team. The group has significantly improved its offer over the last few years, reinforcing its position as a phygital

solutions provider and kickstarting its international expansion. Now that the group is the leader in France and in Belgium, we will accelerate its development particularly in the UK and in Spain, to make IFMG a leading pan-European player. We will also push the digital expertise further to make IFMG a true omnichannel one-stop-shop for its corporate clients.”

LIST OF PARTICIPANTS

Impact : Jean-Dominique Castellani, Luc Avedissian

21 Invest : Fabrice Voituron, Hadrien Jourdan, Patrick Aris

Alpha Private Equity : Patrick Herman, Vincent Darras, Nicolas Antraigue, Leonard Toth, Simon Rigaut

Advisors to shareholders

M&A advisor: **Adviso Partners** (Marc Lebrun, Bernard Bullet, Laurence Cornet, Samuel Fayolle, Nathan Hellio)

Legal advisor: **De Pardieu Brocas Maffei** (Jean-François Pourdieu, Hugues De Fouchier, Anne-Laure Drouet)

Financial advisor: **Eight Advisory** (Mathieu Morisot, Tristan Glomot-Boghossian, Alix Noyon)

Strategic advisor: **Indefi** (Julien Berger, Mehdi Belefqih, Hugo Thibault-Baron)

Advisors to Management

LPA-CGR (Frédéric Bailly, Maxime Labonne)

Advisors Alpha Private Equity

M&A advisor: **Natixis Partners** (Philippe Charbonnier, Erwan Thébault, Martin Chalanset, Rim Khlie)

Corporate legal counsel: **Shearman & Sterling** (Jérémy Scemama, Laurent Asquin, Aymeric Robine, Marine Petot)

Social legal counsel: **DLA Piper** (Jérôme Halphen, Vanessa Li)

Legal advisor (financing) : **Winston & Strawn** (Monica Barton, Delphine Zhuang)

Financial advisor: **PricewaterhouseCoopers** (Arnaud Thibésart, Sofia Bennis)

Strategic advisor: **Kearney** (Patrick Rabbat, Vincent Barbat, Antoine Pettenati, Antoine Mallat)

Tax advisor: **PricewaterhouseCoopers** (Katia Gruzdova, Clément Jouanolle)

ESG advisor: **PricewaterhouseCoopers** (Nicolas Bourdier, Aïda Aw)

Financing

Eurazeo (Nicolas Nedelec, Hugo Torresano)

Zencap (Hervé Goigoux-Becker, François Caulry, Pierre Sockeel)

ABOUT IMPACT FIELD MARKETING GROUP

Founded in 2004, IFMG offers solutions allowing companies to implement their sales and marketing strategies on physical, mobile or digital channels throughout the customer journey. The Group relies on a phygital strategy, integrating tailor-made and innovative solutions. With more than €100 million sales in 2021 and 230 active customers, IFMG is the leader in its sector in France and Belgium. For more information, please visit www.impactfieldmarketinggroup.com

ABOUT 21 INVEST

Acting as an active and responsible shareholder alongside managers for 30 years, the 21 Invest group has supported more than 100 companies based in France, Italy and Poland through local funds. In France, the investment strategy is focused on SMEs combining growth and recurrence that operate on 4 sectors: business services, technology/software, healthcare and education. 21 Invest supports the transformation of companies thanks to its know-how in institutionalization and growth acceleration, notably through platform strategies. For more information, please visit www.21invest.com

ABOUT ALPHA

With over €2 billion in assets under management, Alpha is a major investor in Europe in the mid-market segment. In over 35 years of existence, Alpha has carried out more than 150 deals (notably in France, Italy, Germany, Benelux and Switzerland). Alpha invests across all sectors and focuses on continental Europe through its local teams in France, Italy, Germany and Benelux. Alpha supports entrepreneurs by accelerating their development projects through an active support policy, particularly in external growth project mainly as a majority shareholder. In France, Alpha is invested in Vervent Audio Group and Feu Vert Group. For more information, please visit www.alphape.com