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**MARVESTING, MANAGED BY JEAN-DOMINIQUE CASTELLANI AND OWNED BY ALPHA PRIVATE EQUITY, ACQUIRES A NEW COMPANY THIS YEAR, STELLAR IN THE UNITED KINGDOM.**

**October 3, 2024, Marvesting completes the acquisition of English company STELLAR. This is the Group's third international build-up since Alpha Private Equity, a Luxembourg investment fund investing in mid-sized companies across continental Europe, took over the company two years ago.**

MARVESTING provides solutions enabling its customers to deploy their **sales and marketing strategy** across **physical, mobile and digital channels, throughout the entire customer journey.**

MARVESTING is constantly affirming its position by integrating ever more innovative **omnichannel solutions**. The acquisition in 2021 of the **digital platform Demooz**, now present in France, Italy, Spain and Belgium and Netherland, illustrates this approach.

MARVESTING has established itself as the **number 1 player in the French market**, a position strengthened by the **acquisition of the Addikt Group** in March 2022. In addition, the Group initiated a **pan-European development** plan in 2018 with the acquisition of the Belgian leader, which accelerated with the acquisition of **Field Sales Solutions in the UK** at the end of 2022 and **P&R in the Netherlands** in 2023.

The acquisition of STELLAR enables the Group to **round out its service offering with a true digital expertise and strengthen its geographical coverage in Europe.**

Founded in 2019 **STELLAR GLOBAL uses technology and people** to help clients drive their sales with stores and virtuality. Stellar Global **operates all around Europe** thanks to the headquarter and Studio Lab in London and a new subsidiary in Germany.

Thanks to this new acquisition, the MARVESTING Group now generates sales of **€175 million**. Advanced discussions are also underway with several **new geographies** in Europe.

**Jean-Dominique Castellani, CEO of Marvesting comments:** “With this acquisition, we are strengthening our positions in Europe, particularly in the United Kingdom and Germany. Furthermore, the services offered by Stellar, especially 'Live Chat' and 'Video Shopping,' allow us to expand our solutions by adding new services to our offer. We are very pleased to welcome Stellar’s management team into our Group's Executive Committee, which will complement an already very strong team.”

**Julian Cordy – CEO UK & ROI comments:** “We are delighted to welcome Stellar into the group. With our growing portfolio of clients across the Consumer Electronics sector, as well as our FMCG heartland, Stellar will bring exciting new services to our clients. I am looking forward to working with the team in the future”

**Patrick Herman, Managing Partner of Alpha Private Equity (France) adds:** “We are delighted to have completed this acquisition, which fits in perfectly with the Group's strategy since it enables us to strengthen digital in our expertise and services and keep our leadership over the direct competition in this field. In addition, we were impressed by the quality of its management team, as well as by its strong conviction and



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commitment to the Marvesting project, which were reflected in the high level of reinvestment in this operation”.

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## LIST OF SPEAKERS

**MARVESTING:** Jean-Dominique Castellani, Julian Cordy, Luc Avedissian

**STELLAR GLOBAL:** Emma EDE, Sally Willson

**Alpha Private Equity (France):** Patrick Herman, Nicolas Antraigue, Clément Colin, Leonard Toth

### Advisors MARVESTING and Alpha Private Equity

Corporate legal counsel: Proskauer (Jérémy Scemama, Aymeric Robine, Marine Petot)

Legal advisor : Wedlake Bell (Mark Tasker, David Duhig, Maria Nadarajah)

Financial advisor: Eight Advisory (François Gallizia, Morgane Gelis)

Tax advisor: Eight Advisory (Dean Lake)

### **Financing:**

Eurazeo (Nicolas Nedelec, Hugo Torresano)

Zencap (Hervé Goigoux-Becker, Pierre Sockeel)

## ABOUT MARVESTING

Founded in 2004, MARVESTING offers solutions enabling companies to implement their omnichannel sales and marketing strategies across physical, mobile and digital channels throughout the customer journey. The Group relies on a phygital strategy, integrating tailor-made and innovative solutions. With over 152 million euros in sales by 2022 and 230 active customers, MARVESTING is the leader in its sector in France and Belgium. For more information, please visit [www.impactfieldmarketinggroup.com](http://www.impactfieldmarketinggroup.com)

## ABOUT STELLAR GLOBAL

Stellar Global helps brands create better connections with their customers. Designing hybrid retail experiences for brands across Europe, Stellar Global enable them to drive ROI and create a community of Customers for Life.

Through premium, data-driven retail experiences, Stellar Global can engage a more valuable community for the future of your brand.

<https://stellar.global>

## ABOUT ALPHA

Alpha Private Equity, through its Luxembourg funds and its AIFM, manages over €2 billion in assets. Alpha is one of Europe's leading investors in the mid-cap segment. In over 35 years of existence, Alpha has completed more than 100 transactions (notably in France, Italy, Germany, Benelux and Switzerland). With a multi-sector approach and a focus on continental Europe thanks to its local teams in France, Italy, Germany and Benelux. Alpha supports entrepreneurs by accelerating their development projects through an active support policy,

**marvesting**



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particularly in external growth, mainly as a majority shareholder. In France, Alpha is invested in Vervent Audio Group and Feu Vert Group. For more information, visit [www.alphape.com](http://www.alphape.com)