

ADLPartner is entering into exclusive talks with a view to acquiring a significant stake in the agency ACTIVIS

Paris, 13 November 2012 (7:00 am) – ADLPartner is announcing that it has entered into exclusive talks with a view to taking up a significant interest in the capital of the digital marketing agency ACTIVIS. This period of exclusive negotiations will enable ADLPartner to finalize the due diligence operations required to satisfy certain suspensive conditions.

ACTIVIS is specialized in the promotion and creation of strong value-added web and mobile solutions. It offers a full range of services, from creating and promoting online platforms (natural referencement on search engines, sponsored links, social marketing, etc.) to optimizing their efficiency and effectiveness (analytics, conversion, web user behavior).

An innovative digital marketing agency, ACTIVIS has been selected by OSEO Excellence as one of the 2,000 most promising companies in France. ACTIVIS recorded €4.1 million in net sales and a gross margin of €3.1 million for the year ended 31 March 2012, with a total of 42 staff.

The proposed acquisition of a significant stake in ACTIVIS effectively reflects ADLPartner's commitment to an active value-creating investment policy, in line with its strategy for development on digital marketing. More specifically, this operation would pave the way for the group to add further value to its marketing expertise on new media, thanks to the strong level of synergies and effective fit with ACTIVIS' areas of expertise.

Information on the company

As a specialist in relational marketing, ADLPartner designs, markets and implements customer relation management and loyalty services on its own behalf or on behalf of its major partners (banks, retailers, services, e-commerce, etc.).

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