

ADLPartner finalizes its acquisition of a capital stake in the agency ACTIVIS

Paris, 20 December 2012 (7 am) – ADLPartner is announcing that it has acquired a capital stake in the agency ACTIVIS. With this operation, ADLPartner is accelerating the implementation of its digital marketing development strategy.

ACTIVIS is an innovative digital marketing agency, specialized in the promotion and creation of strong value-added web and mobile solutions. ACTIVIS has been selected by OSEO Excellence as one of the 2,000 most promising companies in France.

This external growth operation will further strengthen ADLPartner's digital marketing strategy. Alongside this, it will consolidate the development of its know-how on new media, particularly through technical expertise for designing online platforms and optimizing interactive marketing strategies.

The combination of ACTIVIS with ADLPartner's marketing engineering capabilities will open up significant synergies that will contribute towards enhancing and diversifying the Group's offers, against a backdrop of growth in mobile and interactive marketing.

ACTIVIS will be consolidated in the accounts at 31 December 2012 on an equity basis. This transaction is being self-financed by ADLPartner. The acquisition scope represents €4.1 million in full-year net sales and a gross margin of €3.1 million for the year ended 31 March 2012.

ADLPartner's strong foundations and extensive multichannel marketing experience are expected to enable ACTIVIS to fully realize its potential for growth.

Company information

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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