

Press release

MARVESTING, STRENGTHENS ITS OFFER AND CONSOLIDATES ITS POSITION AS A LEADER IN FIELD MARKETING IN WESTERN EUROPE WITH THE ACQUISITION OF WINCHANNEL IN SPAIN AND PORTUGAL.

Paris and Madrid, October 25, 2024 – MARVESTING, led by Jean-Dominique Castellani, has completed the acquisition of the Spanish company WINCHANNEL. This is the group's fourth international acquisition since Alpha Private Equity, a Luxembourg investment fund specialising in mid-market companies across continental Europe, took control of the company two years ago.

MARVESTING now operates in 13 countries in Western Europe, and, by combining all Field Marketing services, offers its clients innovative omnichannel solutions.



MARVESTING offers solutions that enable its clients to deploy their sales and marketing strategies across physical, mobile and digital channels throughout the customer journey.

MARVESTING continues to strengthen its position by integrating ever more innovative omnichannel solutions. The acquisition of the digital platform Demooz in 2021 and STELLAR GLOBAL in 2024 illustrate this approach.

MARVESTING has established itself as the leader in the French market, a position reinforced 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, an effort that accelerated with the acquisition of Field Sales Solutions in the United Kingdom at the end of 2022, P&R in the Netherlands in 2023, and Stellar Global in the United Kingdom and Germany this autumn.

The acquisition of WINCHANNEL allows the Group to complete its service offering and strengthen its geographical coverage in Europe. **The MARVESTING Group now has a turnover of €185 million.**

WINCHANNEL specialises in the development of 360° strategies, structuring each project with the essential elements with a focus on the three phases of sales: acquisition, conversion and loyalty.

Jean-Dominique Castellani, CEO of Marvesting, comments: "With this acquisition, we are strengthening our positions in Europe, especially in Spain and Portugal. We are delighted to welcome Winchannel's management team to our Group's Executive Committee, which will complement an already very strong team. »

Francisco Martos Olalla says: "Joining Marvesting marks an exciting new chapter for WINCHANNEL. With our shared goal of innovating and delivering exceptional customer experiences, we see immense potential to expand our capabilities. This partnership will allow us to bring even more value to our customers and accelerate our growth across Europe." We are delighted to be part of such a dynamic and forward-looking group. »

Patrick Herman, Managing Partner of Alpha Private Equity (France), added: "We are pleased to have completed this acquisition, which is perfectly in line with the Group's strategy, as it allows us to expand our capabilities and our ability to provide services to our clients in Western Europe. In addition, we are impressed by the quality of its management team, as well as its strong conviction and commitment to the Marvesting project, which is reflected in the high level of reinvestment. »

LIST OF SPEAKERS

MARVESTING : Jean-Dominique Castellani, Luc Avedissian

WINCHANNEL : Francisco Martos Olalla

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

Advisors to MARVESTING and Alpha Private Equity

- Fusions & acquisitions : Aticeo (Anne Gallet, Bernat Anglerill)
- Conseil juridique, fiscal et social (droit espagnol et portugais) : Pérez-Llorca (Corporate M&A : Fernando Quicios, Carlos Pérez-Prat, Ignacio Carnero)
- Conseil juridique (droit français) : Proskauer (Jérémy Scemama, Aymeric Robine, Marine Petot)
- Conseil financier : Accuracy (Eduard Saura, Gonzalo Díaz de Espada, Ignacio García, José Calheiros)

WINCHANNEL Consultants

- Conseil juridique : DWF- RCD (Ignacio Aragón, Juan Antonio Castro, Pau Also)
- Conseil financier : Moore (Juan Alvado)

Financing

- Eurazeo (Nicolas Nedelec, Hugo Torresano)
- Zencap (Hervé Goigoux-Becker, François Caulry, Pierre Sockeel)

ABOUT MARVESTING

Founded in 2004, MARVESTING provides solutions that enable 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 a turnover of more than 160 million euros in 2024 and 230 active customers, MARVESTING is the leader in its sector and covers 8 Western European countries (France, United Kingdom, Republic of Ireland, Belgium, Netherlands, Spain, Portugal and Germany)

For more information, visit www.marvesting.com.

ABOUT WINCHANNEL

Winchannel is a company with 20 years of experience and specialized in managing the moments of contact with the customer in an integral and omnichannel way, achieving a perfect combination between business generation and user experience.

Highly recognized in the IT sector in which it has a significant track record, extended in recent years to the FMCG, Beauty and Toys sector

For more information, visit <https://winchannel.es>.

ABOUT D'ALPHA PRIVATE EQUITY

Alpha Private Equity, through its Luxembourg funds and its AIFM, manages more than €2 billion in assets. Alpha is one of Europe's leading investors in the mid-market segment. In more than 35 years of existence, Alpha has completed more than 100 transactions, including in France, Italy, Germany, Benelux and Switzerland. With a multi-sector approach and a focus on continental Europe, Alpha supports entrepreneurs by accelerating their development projects, mainly as a majority shareholder.

In France, Alpha is invested in the Vervent Audio Group and the Feu Vert Group. For more information, visit www.alphape.com.

Press contact

Amandine Piazza,
MARVESTING Communication Manager
amandine.piazza@marvesting.com
+33 (0)6 04 07 66 38

