

## DMS joins the BVA group

### CM-CIC Corporate Advisory advises DMS shareholders on its sale to the BVA group

A few months after the acquisition of Masters Consultants, the BVA group has taken another step forward in building up its offer in customer relationship management business with the acquisition on 19 December of 100% of DMS (Dynamic Mystery Shopping).

With a strong specialisation in the luxury goods sector, multi-channel experience and an international network covering the United States, United Arab Emirates, Hong Kong, Taiwan and Japan, DMS enhances BVA's service standards offering, as well as its international dimension.

At a time when customer relationship has become a key factor in enabling brands to stand out, the acquisitions of DMS and Masters Consultants have added to the BVA group's historic expertise in satisfaction and loyalty studies. Now French market leader in mystery shopping, BVA has developed a comprehensive offering linking measurement of perceived service standards and measuring standards delivered in order to enable its clients to manage their service standards and commercial performance.

CM-CIC Corporate Advisory acted as exclusive financial advisor to DMS.

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#### About BVA

BVA, France's fourth-largest research agency, has offered its clients consulting expertise combining in-depth sector knowledge and innovative methodologies for more than 40 years.

A pioneer in a number of approaches - such as behavioural, non-verbal and digital - BVA offers quantitative and qualitative solutions able to decode the complexity of consumers and lead to operational and strategic recommendations.

Supported by investment fund Montefiore since April 2013, the BVA group generated sales of €65 million in 2012 in France and abroad (Germany, Italy, United Kingdom, United States, China) via seven regional offices and more than 300 permanent employees.

For more information: [www.bva.fr](http://www.bva.fr)

#### About DMS

A customer experience measurement specialist using mystery shopping techniques, DMS provides brands and retail chains with an objective assessment of their service standards and the commercial performance of their teams.

DMS carries out more than 100,000 measurements a year worldwide and has gained solid experience in the luxury goods sector. Thanks to its operations in the Americas

and Europe and its major roll-out in Asia, DMS is able to offer brands a multi-cultural “global shopper” approach.

DMS operates in France and abroad, with more than 60 permanent employees.

For more information: [www.dms-worldwide.com](http://www.dms-worldwide.com) / [www.dmsapac.com](http://www.dmsapac.com)

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#### Advisors:

##### Buyers

Legal advisor: Vivien & Associés (Judith Fargeot, Céline Bordonné)

Financial audit: Grant Thornton (Olivier Bochet, Mikhail Alexandre)

##### Sellers

M&A advisory: CM-CIC Corporate Advisory (Laurent Lefebvre, Cédric Vojetta, Sylvain Reynier)

Legal advisor: Fidal (Marie-isabelle Levesque, Manfred Noé)

#### About CM-CIC Corporate Advisory

CM-CIC Corporate Advisory is a subsidiary of CM-CIC Capital Finance specialised in mergers and acquisitions. It is a renowned team of professionals based in Paris Lyon and Nantes, able to advise companies, executive directors and shareholders on French or cross-border transactions worth more than €10 million. Its range of services covers all aspects of equity financing, such as corporate buyouts, LBO/OBO/MBO transactions, acquisitions, spin-offs, mergers and fundraising.

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