

CM-CIC Corporate Advisory advised Octelio Conseil's shareholders on the disposal of a stake in the company

On October 16th, the shareholders of Octelio Conseil sold a large stake in the business to Technology & Strategy.

Since its setting up in 2002 by its current CEO, Laurent Sicsic, Octelio Conseil has developed a successful and acknowledged expertise in data-driven digital marketing. The company benefits from a strong reputation and numerous references notably in press, tourism and e-commerce industries. It stands out through its wide range of value-added services, focusing on eight areas of expertise: digital strategies and consultancy; digital performance; digital productions; digital marketing; data management; e-CRM; e-commerce and subscription-based commerce; and interactive communication. The team has developed a high level of expertise and skills in complementary disciplines. This enables them to provide valuable services across the whole project value chain and to help their clients define and deploy their digital strategy for winning and retaining their own customers. They offer effective solutions for gaining market shares and making digital projects more profitable.

Founded in 2008, Technology & Strategy ("T&S") is a Franco-German group focused in consultancy solutions dedicated to embedded systems, innovation, IT and management. Majority owned by Dzeta Conseil, the group gathers almost 600 employees across five countries (France, Germany, Switzerland, Belgium and the UK) and 10 offices (Strasbourg, Paris, Lyon, Munich, Geneva, Lausanne, Basel, Brussels, Stuttgart and Birmingham). T&S provides services to a broad spectrum of industries, including automotive, watchmaking, manufacturing, banking and finance.

The strategic combination of T&S and Octelio will give the group the opportunity to expand in the European digital consulting market. With a team of over 20 people, all experts in their field, the combined group will be able to strengthen its market positions, technical skills and business areas by offering custom performance-optimisation and digital consultancy services. Octelio's management team will manage the development of these business areas on behalf of the whole group.

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CM-CIC Corporate Advisory acted as the sole financial advisor to Octelio Conseil's shareholders.

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Advisors:

Vendors' M&A advisors: CM-CIC Corporate Advisory (Michaël Chicheportiche, Louis Genest)

Vendors' legal advisors: Astura (Raphaël Dalmas, Géraud Riom, Quentin Lagier)

Technology & Strategy: Jérémie Huss

Technology & Strategy financial audit: Advance Capital (Arnaud Vergnole, Thomas Bettan, Pierre Lamain)

Technology & Strategy legal advisors: DLA Piper (Emmanuel El Medioni)

About CM-CIC Corporate Advisory

CM-CIC Corporate Advisory is a subsidiary of CM-CIC Investissement specialising in mergers and acquisitions. It consists of a renowned team of professionals based in Paris, Lyon and Nantes, and advises companies, managers and shareholders on French and cross-border transactions. 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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