

CM-CIC Corporate Advisory advising the Ormès group on its acquisition by Carlson

Carlson Wagonlit Travel (CWT) is acquiring Ormès, an agency specialising in event-related communication for companies. Through this deal, CWT will create France's leading designer and organiser of events for companies.

A solid group with international scale, able to deal with the rapid changes in its business and meet the sector's requirements

The combination of Ormès and CWT Meetings & Events is producing a new-look premium agency, combining access to the world's largest international event-organisation network – covering 74 countries – with strong local roots in Paris, Lyon, Strasbourg, Nice and Toulouse. With its 150 employees, the new entity will have both a culture of creativity and operational excellence, handling over 1,300 operations per year and 55 strategic clients.

Technology is currently transforming the event development and organisation business. By becoming France's leading player in corporate events and conferences, the combined entity will have critical mass, enabling it to make the investments needed to meet today's technological challenges.

A logical and natural alliance

Ormès and CWT Meetings & Events have always shared a common vision of the market, its development and its potential. Their respective scale and areas of expertise, along with their values, make them a natural fit.

The new group will have a team of recognised experts, major strategic capacity and unique graphical and audiovisual resources, enabling it to provide clients with leading-edge event solutions based around the most effective concepts. With its highly skilled staff and the experience provided by the CWT network, the new-look group will have powerful innovation capacity from day one, acting as a laboratory developing the events of tomorrow in order to maximise client performance.

For more information, visit <http://www.lanaissancedelannee.fr>

"This combination puts us in a unique position, in tune with market developments regarding clients' advice requirements, technological and digital support and the ability to work internationally," said Bertrand Mabilie, Executive Vice-President France and Mediterranean, CWT.

"Our 40 years of experience in the market and the enthusiasm of our staff represent the best possible guarantee that the combination will be a success," added Michel Dutertre, Chairman of Ormès and leader of the project to create and integrate the merged group.

CM-CIC Corporate Advisory acted as sole financial advisor to Ormès, confirming its acknowledged expertise in the communication and events sector.

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About CM-CIC Corporate Advisory

CM-CIC Corporate Advisory is a subsidiary of CM-CIC Investissement specialising in mergers and acquisitions. It is made up of a renowned team of professionals based in Paris and Lyon, and advises companies, executive directors and shareholders on French or 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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Sellers:

Ormès: Michel Dutertre, Patrick Funel

Ormès Advisors:

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

Legal advisors: Fidal (Manfred Noé)

Buyers:

CWT: Bertrand Mabile, Thierry Duguet

CWT Advisors:

M&A advisors: Hekla Finance (Olivier Tircazes)

Legal advisors: Salans Dentons (Pascal Chabanel)

Financial audit: PWC (Arnaud Thibésart, Nicolas Bastien)

Tax and workforce-related audit: Landwell (Stephen Dale, Barbara Daban-Haurou, Bernard Borrely, Charlotte de BECO)