



COMMUNIQUÉ

AUGUST DEBOUZY ADVISES LAGARDERE GROUP ON THE ACQUISITION OF BILLETREDUC.COM BY ITS SUBSIDIARY, FRANCE BILLET, A SPECIALIST IN CULTURAL TICKETING AND LEISURE ACTIVITIES

Private Equity M&A IT and Data Protection Competition, Retail and Consumer Law Commercial and International Contracts | 21/01/19 | Julien Aucomte Florence Chafiol Maxime Legourd



August Debouzy advised Lagardère Group, one of the global leader in content publishing, production, broadcasting and distribution, as part of the exclusive negotiations for the sale of Billetreduc.com to the Fnac Darty group, through its subsidiary, France Billet.

As France's leading primary ticket agency through a multi-channel and multi-brand distribution network covering the entire territory, this acquisition would provide France Billet with a broader and more diversified ticketing offer on the last-minute segment, enabling it to conquer new audiences and boost its attractiveness among event organisers, as well as supporting its mission to enhance cultural diversity.

With 2 million customers and around € 8 million in revenue, the Billetreduc.com platform is a leader in the theatre segment, garnering more than 140,000 user reviews each year. Fnac Darty's objective is to complete the operation in the first quarter of 2019.

Legal advisors:

August Debouzy advised the Lagardère Group on the Corporate / M&A aspects with a team composed of Julien Aucomte, partner, Elsa Jospé, senior lawyer and Maxime Legourd, lawyer.

August Debouzy advised the Lagardère Group on IP/Data issues with a team composed of Florence Chafiol, partner and Barbara Naouri, senior lawyer.
