



# COMMUNIQUÉ

## AUGUST DEBOUZY ADVISED BERTELSMANN IN CONNECTION WITH THE SALE OF 100% OF PRISMA MEDIA

| 07/06/21 | Valéry Denoix de Saint Marc Philippe Durand Philippe Lorentz David Neuwirth Alexandre Dumortier



August Debouzy advised Bertelsmann, a German media group, in connection with the sale of 100% of Prisma Media, France's leading print and digital media group in the magazine sector, with twenty flagship magazine brands, to Vivendi, a French global content, media and communications group. The sale comes after the green light, given on April 29, 2021, by the French Competition Authority. Vivendi had signed a put option to the benefit of Bertelsmann on December 23, 2020.

Prisma Media group is part of Gruner + Jahr, itself owned by the Bertelsmann group. Its flagship brands range from Femme actuelle to GEO, including Capital, Gala and Télé-Loisirs. More than 42 million French people are in contact each month with one of the group's brands, whether they are leafing through a magazine, surfing the web, on a mobile phone or on a tablet.

For Bertelsmann, the sale of Prisma Media is following the global strategic repositioning in the media sector. For Vivendi, the acquisition of Prisma Media is part of its strategy to develop its media activities by gaining a foothold in an industry that is highly complementary to its existing activities.

### Legal advisors:

August Debouzy assisted Bertelsmann with a team led by Valéry Denoix de Saint Marc (partner), David Neuwirth and Ludovic de Talancé (associates) on corporate and transactional aspects.

Also involved in this operation were: Nicolas Quoy (counsel) and Laure Arnon-Duquesnoy (senior associate) on IP law aspects, Philippe Durand (partner) and Alexandre Dumortier (associate) on employment law aspects, Renaud Christol (partner) and Marc-Antoine Picquier (associate) on antitrust law aspects, Philippe Lorentz (partner) and Nastasia Szenik (associate) on tax law aspects.

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