



# COMMUNIQUÉ

## AUGUST DEBOUZY ADVISES THE FOUNDERS OF ADONE CONSEIL ON ITS MERGER WITH THE MAGELLAN PARTNERS GROUP



August Debouzy | 12/04/23 | Julien Aucomte Philippe Lorentz Elie Bétard Diane Reboursier

August Debouzy advised the founders of Adone Conseil on its merger with the Magellan Partners group to create a unique range of organisational and technological consulting services for the Luxury Goods and Retail sectors in France and Europe, for an undisclosed amount. The process was financed by an additional contribution from the investment fund Capza, a minority shareholder of Magellan Partners.

Adone Conseil, Europe's leading management consulting firm in the luxury and retail sectors, has nearly 500 employees and achieved a turnover of 75 million euros in 2022. The merger with Magellan Partners will allow Adone Conseil to complete its range of expertise for the luxury and retail sectors by adding cross-disciplinary and technological consulting skills to its historical consulting expertise. It will also enable Adone Conseil to accelerate its international development by targeting Europe, particularly Italy, and Asia, strategic markets for the luxury sector.

Magellan Partners is the French and European leader in digital transformation for companies in all business sectors and the public sector. By welcoming Adone Conseil into its midst, Magellan Partners will achieve 370 million in turnover and total 2,700 employees in 2023, enabling it to exceed the objectives of its 2025 strategic plan two years early.

On completion of the transaction, some of the founders will retain an indirect minority stake in Adone Conseil and Adone Conseil and Magellan Partners have decided to include a group of employees in the capital of the new entity, who will now become shareholders of Magellan Partners, a gesture that will help motivate and retain them.

August Debouzy's team was represented on M&A aspects by Julian Aucomte (partner), Elsa Jospé (counsel) and Myles Begley (lawyer).

Other people involved were Philippe Lorentz (partner) and Elie Bétard (counsel) on tax questions, Renaud Christol (partner) and Marc-Antoine Picquier (lawyer) on competition law issues and Diane Reboursier (counsel) on employment law.

The founders of Adone Conseil were also advised, on financial aspects, by Cambon Partners, whose team was represented by David Salabi, Jonathan Journo and Yvette Nou.

Magellan Partners were advised by SEGIF on legal aspects and Edmond de Rothschild on financial, accounting and tax aspects.

McDermott Will & Emery acted as counsel to Capza.

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