



COMMUNIQUÉ

AUGUST DEBOUZY ADVISED QUABLE IN ITS MERGER WITH IBEXA

M&A | 20/01/25 | Florence Chafiol Philippe Lorentz Julien Wagmann Vincent Fromholz Théo Leclercq
Robin Nini Audrey Thomas Elie Bétard



TECH & DIGITAL

August Debouzy advised Quable, a recognized specialist in Product Information Management (PIM), as well as its shareholders, in the context of its merger with Ibexa, a subsidiary of the European MarTech group QNTM and an expert in Digital Experience Platforms (DXP). Following this transaction, Ibexa has become the majority shareholder of Quable.

This alliance allows Quable to maintain its operational independence in defining its PIM while benefiting from Ibexa's international scale and resources. Thanks to this new strategic coalition, Ibexa and Quable will accelerate and complement their respective growth with the ambition of creating a global leader in digital experience.

The team was composed of Julien Wagmann (partner), Audrey Thomas (senior associate), and Laura Pardal (associate) for the transactional and corporate aspects of the transaction, Philippe Lorentz (partner), Elie Bétard (counsel), Vincent Fromholz, and Théo Leclercq (associates) for tax matters, and Florence Chafiol (partner) and Robin Nini (associate) for personal data issues. Matters related to Swedish law were handled with the support of MAQS.
