

## **ADLPartner accelerates its transformation and further strengthens its BtoC and BtoB cross-channel data marketing solutions**

- **Continued investment with two new acquisitions integrated**
- **New Group organization to support the expansion of the solutions offered**

*The ADLPartner Group is announcing that it has acquired two companies from the communications and marketing sectors: Pschhh, a strategic planning and creation agency, and AWE, a digital marketing company specialized in BtoB marketing. Alongside these investments, the Group is rolling out a new organization around six business divisions and has appointed a new Press Division's Chief Executive.*

Bertrand Laurioz, Chairman of the Management Board:

*"The ADLPartner Group's employees have responded to the Covid crisis with courage and solidarity, devising new solutions each time for ourselves and for our customers. Today, by giving our business divisions more independence, we want to enable each business unit to strengthen its strategy, better understand its market and drive progress with the actions needed to support our ambition. During this crisis period, our business model is proving its resilience and enabling us to continue building on our growth with determination. Illustrating this, in summer 2020, we acquired two companies that will help further strengthen our positions for both BtoC marketing and BtoB marketing. In the space of seven months, the ADLPartner Group has integrated three companies (Ividence, Pschhh and AWE). The crisis is accelerating our transformation and growth".*

### **Acquisitions of Pschhh and AWE: accelerating growth in key cross-channel marketing areas**

These two acquisitions, buying out Pschhh's assets and securing a majority interest in AWE, follow the acquisition of Ividence's assets at the start of 2020 and take the number of companies acquired in less than 10 years up to six.

With this acquisition of the Pschhh agency's assets, the ADLPartner Group now has powerful strategic planning capabilities in place harnessing data insights, the Group's core strength. Pschhh will bring its creativity to all of the Group's activities and its integration will be accompanied by a new creation division that will enable the Group to position itself in relation to major agencies and, more generally, to address marketing activation issues through advertising, brand content and operational marketing.

With AWE, the ADLPerformance Group is further strengthening its BtoB marketing expertise, particularly for the industrial, technology and service sectors. Based in Levallois Perret, France, this company has 37 staff and offers extensive synergies with the Group's marketing services. This acquisition will deliver benefits on two levels: it will reinforce the Group's non-dependence on the BtoC sector from an economic perspective, while deploying innovative, high-performance lead acquisition solutions.

Through these two new operations, the ADLPartner Group is further strengthening its leading position for digital marketing, with expertise across the customer marketing value chain and data-driven cross-channel marketing solutions tailored to customers' needs on a wide scale.

Both of these transactions were also completed under attractive terms and the Group will continue to benefit from a robust financial structure.

## **New operational organization with six divisions to support the development of specific offers for each market**

Built around business performance and strong data management and multichannel activation experience, the Group is accelerating its transformation in an increasingly sophisticated data marketing sector.

The ADLPartner Group's complementary business lines are a key factor behind its strength, combining BtoC activities - subscriptions and membership plans enabling recurrent revenues - with BtoB activities - turnkey marketing services with data marketing support and consulting solutions.

To support the development of specific offers for each market, the ADLPartner Group is adopting a new organization around business divisions, based on a decentralized decision-making approach, aimed at capitalizing on each division's specific expertise, while providing the agility needed on a complex market and ultimately ensuring more fluidity and relevance for the solutions offered to customers.

The Group's operational activities are organized around six business divisions:

- **Press Division:** European leader for building customer loyalty through magazine press, this division has been marketing magazine subscriptions for over 40 years.
- **Insurance Division:** since 2013, ADLPAssurances (broker) has offered insurance products through direct marketing based on a proprietary BtoC brand (AVoCotés), while also serving customers and prospects for partner brands.
- **Consulting and Technology Division:** to help brands accelerate their business performance, ADLPartner, through the consulting firm Converteo, offers specialized data and digital transformation support for businesses (Data & Business, Analytics & Digital Products, Media & CRM and Technology).
- **Marketing Services Division:** offering agency services, this division provides marketing services for advertisers enabling them to design and implement end-to-end cross-channel marketing campaigns, from acquisition through to retention.
- **Iberia Division:** offering agency services, this division provides marketing services for advertisers in Spain and Portugal.
- **BtoC Diversification Division:** this division aims to develop new activities for retail markets, harnessing the Group's data and marketing capabilities.

Each division will develop its business and profitability, supported by the corporate services teams and the expertise available across the other divisions. This evolution is in line with the Group's plans to further strengthen its management of these activities during the growth and diversification phase.

### **Nancy Faure is joining the ADLPartner Group and will be the Press Division's Chief Executive**

The Group's Management Board has appointed Nancy Faure to head up the Press Division from the end of September 2020. Her print and digital marketing experience will help drive its continued development.

#### Nancy Faure's biography

Nancy Faure graduated from ESSEC (1997) and has a degree in commercial law. She began her career in 1998 as a consultant with the consulting firm A.T. Kearney, where she spent three years. In 2000, she moved to the startup Modern Media as Business Developer. Two years later, Nancy Faure joined the ACCOR Group, where she held various Marketing, Sales and Digital positions over 12 years. She was notably Global Marketing Vice-President for Ibis and Global Sales Project Vice-President for the entire group. Nancy Faure then worked in the tourism sector, initially with The Ascott Limited in 2014 as VP Sales, Digital and Marketing Europe, before being appointed General Manager France in 2018 for Travelzoo, a digital media firm. She is joining the ADLPartner Group in September 2020.

**Next date: 2020 half-year earnings on 25 September 2020 (after close of trading)**

## **ADLPartner in brief**

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With its extensive cross-channel marketing track record and deep data expertise, the ADLPartner Group designs, markets and implements customer relationship management and loyalty services on its own behalf or for its partners across all distribution channels. Operating under the ADLPerformance brand, the Group works with 50% of the companies from the CAC 40 and large numbers of mid-market firms. The ADLPartner Group recorded net sales of €139m in 2019 and employs more than 500 people.

ADLPartner is listed on the regulated market Euronext Paris – Compartment C.  
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