

DATE

September 16, 2016

SECTORS

Media & Telecom

DEAL TYPE

M&A Advisory
Asia Access

DEAL LOCATIONS



DEAL TEAM

DC Advisory advised Keneo on its sale to Dentsu Aegis Network



Background:

- Founded in 2008, Keneo is a major agency in the sport industry
- It offers a complete range of services from strategic consultancy to project implementation both in France and throughout the world
- Keneo serves a large variety of customers, from sport federations to corporate sponsors including professional clubs and organizing committees
- In 2015, Keneo managed more than 370 events and operated 70 stadiums
- The group boasted revenues of €14.5m in 2015

Process and outcome:

- In April 2016, DC Advisory was mandated as sole financial advisor by the shareholders of Keneo to operate the disposal of the company
- After a competitive auction process, Dentsu Aegis Network acquired Keneo
- Backed by Dentsu Aegis Network, Keneo will be able to enter its next phase of development including notably the development of its historical business units, its international expansion and the strengthening of its current position on large scale events such as Olympic Games
- This transaction illustrates DC Advisory's know-how in managing sell side mandates to large corporates and strengthens its expertise in the business services and sport industries