

DATE

July 05, 2021

SECTORS

Technology & Software

DEAL TYPE

M&A Advisory

Debt Advisory & Restructuring

DEAL LOCATIONS



DEAL TEAM



François Prioux

Managing Director



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Managing Director



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Director

DC Advisory advised Charterhouse Capital Partners on the acquisition of Labelium

charterhouse 

LABELIUM 

Qualium 
INVESTISSEMENT

Background

- Founded in 2001, Labelium is a French digital performance marketing agency. Historically specialized in search engine optimization and advertising (SEO/SEA) on Google, Labelium has successfully diversified its service offering with social media, eRetail and video platforms, to cover the full range of digital performance marketing services, from operations to strategic advisory
- Since 2017, Labelium has demonstrated a strong track record of growth, led by the management team and shareholder, Qualium Investissement
- Headquartered in Paris, the group is present in 20 offices and 14 countries, mainly in

Europe and North America. Labelium is also developing its presence in Central and South America (Brazil, Mexico, Colombia) and Asia-Pacific (Australia, Singapore, China). It employs over 500 professionals and is trusted by 800 clients worldwide

Process

- In May 2021, DC Advisory (DC) was mandated by Charterhouse Capital Partners (Charterhouse) to provide M&A and financing advice for the acquisition of Labelium
- In June 2021, Charterhouse pre-empted the acquisition of Labelium and signed an exclusivity agreement to take a controlling stake, alongside the management team who will reinvest significantly in the company

Outcome

- Charterhouse intends to leverage its proven expertise in internationalizing companies to accelerate Labelium's future growth and support the management team in its ambitious development plan; notably by diversifying the business into new service areas and geographies through targeted M&A and significant investment in the organization
- This transaction further illustrates DC's expertise in the TMT sector and highlights its ability to offer full advisory services on both M&A and financing in competitive and accelerated deal processes
- The envisaged transaction is expected to close in Q3 2021, subject to customary regulatory approvals