

COMMUNIQUÉ DE PRESSE

08 juillet 2024

DE PARDIEU ADVISES FINANCIAL INVESTORS ON ARDIAN'S ENTRY INTO EXCLUSIVE NEGOTIATIONS TO ACQUIRE A MAJORITY STAKE IN DIAM

Ardian, a world-leading private investment house, has entered into exclusive negotiations to acquire a majority stake in DIAM, a world leader on the Merchandising and Shopfitting markets for the beauty and luxury sectors, alongside the management team who would significantly reinvest, and BNP Paribas Développement. In the context of this transaction, De Pardieu has advised the selling financial investors and BNP Paribas Développement on its reinvestment.

After an initial successful collaboration with Ardian between 2016 and 2018, DIAM has since continued to grow and strengthened its geographical positions, supported by EMZ Partners and a consortium of investors including BNP Développement, Idia and Socadif. The group now employs over 3,200 people spread over 30 sites in 20 countries, supporting its customers on a local-to-local basis in Europe, Asia, Africa and the Americas. In 2023, DIAM's sales exceeded 400 million euros, mainly in the Visual Merchandising, Shopfitting, Niche Packaging and Point of Sales' Services segments. The completion of the transaction remains subject to the usual conditions precedent and the approval of the relevant regulatory authorities.

De Pardieu's team comprised **Jean-François Pourdieu** (partner), **Hugues de Fouchier** (counsel) and **Laura Delas** (associate) on the corporate aspects and **Priscilla van den Perre** (partner) on the tax aspects.

About De Pardieu:

Founded in 1993, De Pardieu Brocas Maffei is one of France's leading independent business law firms, with over 160 lawyers including 39 partners, specializing in the following areas: Mergers & Acquisitions & Private Equity, Banking - Finance & Capital Markets, Real Estate Transactions & Financing, Restructuring & Insolvency, Tax Law, Competition Law, Intellectual Property, Project development and finance, Employment Law and Business Litigation.

De Pardieu is a French firm with an international focus, thanks to the background of its lawyers and their experience in major cross border transactions. It advises both French and international clients.

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