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PRESS RELEASE

Paris, 13 October 2025

DE PARDIEU ADVISES NEXT STEP INFLUENCE (ADIT GROUP) ON THE ACQUISITION OF A MAJORITY STAKE IN THE AGENCY MADAME BOVARY

De Pardieu has advised Next Step Influence, a strategic communication group formed through the merger of Antidox and ESL Rivington within the ADIT Group, European leader in strategic intelligence, on the acquisition of a majority stake in the corporate creative agency Madame Bovary.

Founded in 2014 by Pascal Couvry, Madame Bovary is a corporate creative agency based in Paris. It assists companies, institutions and associations in designing communication campaigns and initiatives that sustainably engage all audiences.

De Pardieu's team comprised Sandra Aloui (partner), Nelly Achille and Matthieu Siossian (associates) on the corporate aspects.

Other law firms involved in the transaction:

- Squair: founder / seller's lawyers;
- Ryder & Davis: founder/seller's M&A advisors.

About De Pardieu:

Founded in 1993, De Pardieu Brocas Maffei is one of France's leading independent business law firms, with over 170 lawyers including 42 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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