



## **Press Release**

### **Omnes invests in Marquetis, a communications agency specializing in operational marketing, and arranges mezzanine debt for the deal**

Paris, 11 July 2018 - Parisian operational marketing firm group Marquetis has restructured its capital and strengthened its development with Omnes.

Headquartered in Boulogne Billancourt and part of the French marketing and communications sector since 1996, Marquetis has been managed for more than 20 years by Virginie Massa and Evangelos Vatzias. Marquetis operates through its subsidiaries Marquetis One, Marquetis Connect and Marquetis Call. It offers a 360 ° service, ranging from global communication consulting to automated cross-channel marketing in SaaS mode.

The group has a portfolio of loyal customers made up of key accounts from different sectors (automotive, services, insurance, banking, etc.). The group generated close to €20 million in revenues in 2017 with a profitability of 15%.

After a year of growth in 2017, the group's shareholding is evolving. Virginie Massa is becoming majority shareholder while Evangelos Vatzias is reinvesting in the project and becoming a minority shareholder. The management team reiterates its confidence in its manager and is remaining in the capital with nearly a 20% stake. The historic banking pool, represented by BNP Paribas and Omnes, is financing the transaction with reasonable leverage.

#### **The beginning of a new chapter for Marquetis**

As part of this investment, the manager plans to consolidate her presence with the group's customers, so as to offer them a constant service adapted to their needs. The group is exploring new partnerships and continues to develop its SaaS marketing platform for local marketing. It is ready to study external growth projects to accelerate its development.

Camille Delibes, Partner, Omnes: *"The group has been able to maintain sustained growth and profitability over the last few cycles. The leaders, confident in their tool, wanted to enable this shareholder restructuring while providing the group with the necessary means to support its growth. The group is present in a dynamic market, particularly driven by the digitalization of applications and communications. We are very pleased to be part of the venture and to back Marquetis in its next development phase."*



## Participants

Private Debt Arrangers: Omnes – Camille Delibes, Nicolas Noël

Private Debt Advisor: Levine Kessler - Serge Levine, Aude Manzo-Keszler, Pierre Plettener

Financial DD: Advance Capital – Arnaud Vergnole, Louis-Michel Diaz

Legal DD: Levine Keszler – Serge Levine

Tax DD: Cazals Manzo Pichot – Bertrand de Saint Quentin

Social DD: BRL Avocats – Nicolas Czernichow

ESG DD: Indefi – Emmanuel Parmentier, Charlotte Salmon

Debt: BNP – Sandrine Prevost

Senior Debt Advisor: Volt – Alexandre Tron

## About Omnes

Omnes is a leading Paris-based European investor in private equity and infrastructure. With €3.6 billion of assets under management, Omnes provides SMEs with the capital needed to finance growth. The firm has dedicated investment teams across three key areas: Venture Capital, Buyout & Growth Capital and Infrastructure. Omnes is owned by its employees. Omnes is committed to ESG issues and has set up the Omnes Foundation in aid of children's charities. It is also a signatory to the United Nations Principles for Responsible Investment (PRI). [www.omnescapital.com](http://www.omnescapital.com)



## Press contacts

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