



SOCIETE GENERALE CAPITAL PARTENAIRES INVESTS IN WMH PROJECT TO SUPPORT ITS GROWTH AMBITION AND INTERNATIONAL EXPANSION



Paris, March 25, 2025.

WMH Project, one of the leading independent non-media communication groups in France and Europe, announced the entry of **Société Générale Capital Partenaires** (SGCP) into its capital on **March 4th**. This minority investment aims to accelerate the Group's growth momentum both in France and internationally.

After independently completing 11 agency acquisitions between 2018 and 2024 and driving organic and external revenue growth from €40 million to €220 million, **the Group now aims to accelerate its ambitious development plan.**

SGCP's investment comes with a clear commitment: **to support WMH Project's external growth strategy, expand its expertise, strengthen its leadership in France and accelerate its international reach.**

A FINANCIAL PARTNER TO SUPPORT A BOLD AND RESPONSIBLE VISION

Over the past 30 years, WMH Project has become a major player in the non-media **communication industry**, combining innovation, creativity, and responsible engagement. In 2024, **the Group became a Mission-Driven Company**, with a strategic roadmap built around strong value creation—not just economic value, but also environmental, social, and societal value, now enshrined in its bylaws.



With over **1,500 communication campaigns deployed annually** in more than **100 countries**, the Group has proven its ability to help major brands and institutions design impactful and sustainable experiences.

Société Générale Capital Partenaires' investment marks a **key milestone** by providing additional resources to:

- **Consolidate its leadership in France** by expanding sectoral and professional expertise
- **Accelerate external growth** through targeted acquisitions in France and abroad
- **Continue territorial expansion**, with a strong ambition to build a multi-local network of agencies across Europe and globally

LEADERSHIP CONTINUITY AND MANAGEMENT COMMITMENT

WMH Project's co-founders and longtime leaders remain at the helm of the Group and reaffirm their commitment to guiding this next phase of growth.

Alongside the shareholders, key managers are also set to take equity as part of the shareholders' agreement, **reinforcing the leadership team's commitment** to driving the Group's growth journey.

A STRONG COMMITMENT TO THE FUTURE

"This partnership with Société Générale Capital Partenaires is a tremendous opportunity for WMH Project. It secures the resources we need to accelerate our development while staying true to our DNA: that of an independent, creative, and committed group, working toward impactful and responsible communication." _ Marc FISCHER & Franck CHAUD, Co-Founders and Co-Presidents of WMH Project.

"We are delighted to partner with WMH Project and its talented leadership team, who have built over the years a rapidly growing, leading player with an ambitious vision and a distinctive market positioning. We will provide the Group with our human and financial resources to support its expansion in France and internationally, backing its acquisition and innovation projects—particularly in the area of CSR, where WMH Project is a pioneer." _ Arnaud GAY and Frédéric COUPET, Investment Directors, and Thibaut MAUCHAUSSE, Investment Manager at Société Générale Capital Partenaires.

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About SOCIÉTÉ GÉNÉRALE CAPITAL PARTENAIRES:

SGCP supports shareholder-managers of SMEs and mid-sized businesses in their growth journey through close, long-term relationships.

With an “evergreen” model (investing Société Générale’s own equity), SGCP takes minority stakes ranging from €1M to €35M in a variety of contexts: organic or external growth, ownership transitions, shareholder restructurings, or financial optimization.

Every year, SGCP teams, based in Paris, Lille, Strasbourg, Lyon, Marseille, Bordeaux, and Rennes, invest between €150M and €200M in around 20 operations, confirming their long-term commitment to funding businesses and supporting the economy.

More information: <https://capitalpartenaires.societegenerale.com>

About WMH Project:

WMH Project is **one of the leading non-media communication groups in France and Europe**. Each year, it delivers over **1,500 communication initiatives** for corporate and institutional clients across more than 100 countries. With **440 employees** based in **Paris, Bordeaux, Lyon, Marseille, Brussels and Los Angeles**, the Group offers integrated creative and production expertise across five core business lines: **Events, Incentive & Travel, Spatial Design, Image, and Influence**.

To better serve clients with specific industry needs, WMH Project has also developed specialized divisions in luxury (**WMH Luxury**), healthcare (**WMH Healthcare**), and mobility (**WMH Mobility**).

Since becoming a **mission-driven company** in 2023, WMH Project has deepened **its environmental, social, and societal commitments**, enhancing its ability to serve its clients and support the growth of its employees and partners by enabling **all forms of sustainable experiences**.

Learn more: www.wmhproject.com





KEY PARTICIPANTS IN THE TRANSACTION

COMPANY:

WMH Project: Marc FISCHER, Franck CHAUD, Simon FISCHER, Dylan NAKACHE

BUYER / INVESTOR:

Société Générale Capital Partenaires: Frédéric COUPET, Arnaud GAY, Thibaut MAUCHAUSSE, John CHUA

M&A ADVISORY / SELL-SIDE ADVISORS:

Amala Partners: Jean-Baptiste MARCHAND, Jean-Michel CAGIN, Damien SCHAFF, Jad HARIRI, David KRIVINE, Arthur ROUCHY

Corporate Legal Advisors to Sellers:

Yards: Jean-Philippe JACOB, Dorothée TRAVERSE, Maud GENDRON, Julien BROUWER, Ghita BOUZOUBAA, Lila ROUSSEL

LEGAL ADVISORS TO INVESTORS:

Lerins: Guillaume JARRY, Laetitia CACHIN, Grégoire LOPEZ

LEGAL ADVISORS – FINANCING:

Mayer Brown: Maud BISCHOFF, Constance BOUCHET, Blaise FISCHER, Roxane GEMAYEL

LEGAL ADVISORS – BANK FINANCING:

Paul Hastings: Thibaut LECHOUX, Teksén CENGER, Artus RENOULT

VENDOR DUE DILIGENCE – FINANCIAL:

Advance: Arnaud VERGNOLE, Gueorgui GUEORGUIEV, Alice TORIKIAN, Loïc VAN CAUWELAERT, Reza JOOMUN

BUYER DUE DILIGENCE – FINANCIAL:

Wincap: Jean-Christian RAYMOND, Christophe BOUSSARD, Alexandre CAULLIEZ, Julien CASES

VENDOR DUE DILIGENCE – STRATEGIC:

Indefi: David TOLEDANO, Corentin HARDY, Yannick HAMIDA

BANKING SYNDICATE:



Société Générale: Ali FENDRI, Tom AMERY - **Banque Populaire Val de France:** Nicolas ADVENARD, Romain ROUILLON - **Banque Populaire Rives de Paris:** Céline AUTRAN - **Caisse d'Epargne et de Prévoyance Ile-de-France:** Paul MORIGNY, Théo PIMPANINI - **BPI France:** Maud MOULIN, Maxime FOUCHET - **Crédit Lyonnais - Crédit Industriel et Commercial (CIC).**