



## WIN-WIN AGENCY JOINS THE WMH PROJECT GROUP



Left to right: **Marc FISCHER** (Co-President, WMH Project), **Christophe COUSIN** (President, WIN-WIN), **Mathieu VENTURINI** (Managing Director, WIN-WIN), **Franck CHAUD** (Co-President, WMH Project), **Emeline BERNARD** (Secretary General, WMH Project).

*Paris, December 4, 2024.*

**France’s leading event communication group, WMH Project, announces the acquisition of WIN-WIN, a renowned and multi-award-winning agency known for its expertise in physical, digital, and hybrid events.**

In 2023, WMH Project launched an ambitious strategic plan to become the European leader in non-media communication.

To better meet the evolving needs of its clients, the group is expanding its core areas of expertise—including event management, spatial design, incentive and travel, image and content production, and influence—while also growing its multi-local agency network across France and internationally.

**“WIN-WIN is both a strong brand and a high-value offering in the French agency landscape”** say Marc FISCHER and Franck CHAUD, Co-Presidents of WMH Project.



***“We are delighted to welcome their teams into the group. They will simultaneously strengthen our expertise, expand our client portfolio, and establish a new presence in Marseille.”***

Following recent acquisitions of LDR, PETIT AMI and PHÉNOMÈNE, this new integration marks another major step in WMH Project’s growth strategy. It strengthens the group’s capabilities in communication and digital activation, broadens its client base, particularly in luxury, mobility, and finance, and adds a new office in Marseille, complementing existing locations in Paris, Lyon, Bordeaux, and Brussels.

For Christophe COUSIN, founder of WIN-WIN, the move was a natural next step: ***“Joining WMH Project is a fantastic opportunity for our teams and for us as leaders. Our industry needs larger, more versatile players capable of supporting clients across all touchpoints and communities. Moreover, WMH Project’s status as a mission-driven company strongly resonated with our long-standing commitments, including our ISO 20121 certification and focus on sustainable innovation.”***

Christophe COUSIN and Mathieu VENTURINI, WIN-WIN’s founding leadership duo, will remain closely involved in the entrepreneurial journey of WMH Project. They will oversee the integration of teams and projects, which will become effective in January 2025. Additionally, Christophe COUSIN will become a partner and shareholder of WMH Project.

**About WIN-WIN:**

*Founded in 2007, WIN-WIN is a highly regarded and award-winning agency known for its creativity and event expertise, blending digital innovation with responsible boldness. With offices in Paris and Marseille, WIN-WIN stands out for its ambitious projects and long-standing commitment to responsible, sustainable communication. The agency employs 15 people, achieved €10 million in revenue in 2024, and is ISO 20121 certified.*

**About WMH Project:**

*WMH Project is **one of the leading independent communications groups in the French and European markets.** Each year, the Group delivers over **1,500 communication initiatives** for its corporate and institutional clients across more than 100 countries.*

*With **400 employees** based in **Paris, Bordeaux, Lyon, Marseille and Brussels**, the Group brings together full expertise in design and production across five key areas: **Event, Incentive & Travel, Spatial Design, Image, and Influence.***

*To better support clients with specialized needs, the Group has also developed **targeted expertise in the luxury and healthcare sectors.***

*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](http://www.wmhproject.com)



**Press contact :** Samuel BOTTON – [s.botton@wmhproject.fr](mailto:s.botton@wmhproject.fr) – +33 6 84 79 99 61