



WMH GETS A FRESH NEW LOOK WITH PHÉNOMÈNE AGENCY



Paris, February 28, 2024.

WMH Project continues its external growth strategy with the acquisition of PHÉNOMÈNE, a creative event agency.

This move is part of the group's five-year development plan, which aims to position WMH Project as one of Europe's leading communication groups and a mission-driven company deeply committed to CSR issues.

The arrival of PHÉNOMÈNE strengthens WMH Project's leadership in the event sector while expanding into new areas of expertise.

The agency PHÉNOMÈNE - founded by Kouros NEYSSARI, Odile GUIMARD and Olivier GILBERT - strengthens the Group's teams, expertise, and client portfolio in **corporate events** and **incentive & travel**.

This new acquisition also enables the creation of a major **creative and audiovisual production hub**.

In line with the recent creation of a dedicated **fashion, luxury, and culture division** following the acquisition of Petit Ami in December 2023, the addition of PHÉNOMÈNE further allows WMH Project to build a specialized offering in the **beauty and cosmetics sector**.

"In a rapidly evolving market, we've chosen an ambitious strategy as an integrated and independent group. Welcoming the PHÉNOMÈNE team allows us to secure new market shares in segments where demand is strong and growing." _ Marc FISCHER & Franck CHAUD, Co-Founders of WMH Project.

"For nearly 30 years, we've been designing powerful moments through imagery and emotion. We share with the WMH Project Group a commitment to building meaningful, lasting relationships with all audiences. We're very pleased to join this collective of experts within a leading French group that is open to the international stage." _ Kouros NEYSSARI, Co-Founder of PHÉNOMÈNE.



Kouros NEYSSARI will join WMH Project's Executive Committee (COMEX) as a new Vice President. Odile GUIMARD and Olivier GILBERT will also join the group's leadership team.

About Phénomène:

Founded in 1997 by **Odile GUIMARD, Olivier GILBERT and Kouros NEYSSARI**, PHÉNOMÈNE is a renowned event communications agency. Backed by a loyal team of around 30 employees, the agency is known for its complementary expertise in **event, audiovisual and digital creation and production**. PHÉNOMÈNE supports a wide range of long-standing clients with high-impact brand experiences and content activation strategies. In 2023, the agency reported a revenue of **€22 million**.

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



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