

## PRESS RELEASE

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### ARDIAN GROWTH INVESTS IN ITALIAN GROUP SERI JAKALA

**Paris, 27 June 2018** – Ardian, a world-leading private investment house, today announces its investment in Seri Jakala, the Italian leader in the outsourcing of marketing services.

Founded in 2000 by Matteo de Brabant, the Jakala Group merged with the Seri Group in 2014 to become Seri Jakala. The company has sales of more than €200 million and more than 40 per cent of its activity abroad. Thanks to its integrated offer, the company can combine its expertise in analytics, big data and customer insight with the use of engagement platforms to optimise marketing performance. This has enabled the company to establish itself as the market leader in Italy and the third-largest player in Europe. The group has a portfolio of more than 400 clients including Carrefour, Tesco, Vodafone and Intesa Sanpaolo.

Matteo de Brabant, founder of the Jakala Group, commented, “Ardian Growth is exactly the international partner we needed to come on board which includes reliable local Italian players. We have an ambitious vision for Seri Jakala, and in this respect, Ardian Growth stood out thanks to its entrepreneurial DNA, its digital expertise and its track record in Italy.”

In addition to supporting the company through Ardian Growth’s strong network and expertise in advising fast-growing companies, Ardian Growth will assist the management team in its strategy to extend the group’s digital offer, while at the same time strengthening its presence across Europe. Investment by Ardian Growth will be made through a club deal alongside the Equity Partners Investment Club (Mediobanca) and the holding companies of several large Italian entrepreneurs.

Laurent Foata, Head of Ardian Growth, added “We have been impressed by how Matteo de Brabant and his team have developed the business’ pan-European activity to a critical mass in less than three years. This club deal illustrates perfectly the entrepreneurial values that we share with the group. We are looking forward to working with Seri Jakala over the coming years.”

Bertrand Schapiro, Senior Investment Manager at Ardian Growth, added, “The Seri Jakala directors have demonstrated that they know how to capitalise on the specificities of the Italian market while at the same time successfully initiating international development. Having engaged closely with the company over several years leading up to this investment, we have been able to – from the very start – put in place a roadmap that allows the group to maintain its unique character while at the same time speeding up its penetration of new markets.”

#### ABOUT SERI JAKALA

Seri Jakala is the leader in Italy for the outsourcing of marketing services and the third-largest player in Europe. Its offer on integrated services includes defining strategies for client commitment as well as setting up programmes for the development of client loyalty and the use of big data analytics. The company has more than 400 clients and 500 employees.

## ABOUT ARDIAN

Ardian is a world-leading private investment house with assets of US\$71bn managed or advised in Europe, the Americas and Asia. The company is majority-owned by its employees. It keeps entrepreneurship at its heart and focuses on delivering excellent investment performance to its global investor base.

Through its commitment to shared outcomes for all stakeholders, Ardian's activities fuel individual, corporate and economic growth around the world.

Holding close its core values of excellence, loyalty and entrepreneurship, Ardian maintains a truly global network, with more than 500 employees working from fourteen offices across Europe (Frankfurt, Jersey, London, Luxembourg, Madrid, Milan, Paris and Zurich), the Americas (New York, San Francisco and Santiago) and Asia (Beijing, Singapore, Tokyo). It manages funds on behalf of around 700 clients through five pillars of investment expertise: Funds of Funds, Direct Funds, Infrastructure, Real Estate and Private Debt.

[www.ardian.com](http://www.ardian.com)

## LIST OF PARTICIPANTS

Seri Jakala: Matteo de Brabant, Stefano Pedron

Ardian: Laurent Foata, Bertrand Schapiro, Frédéric Quéru

Legal counsel: Giovannelli & Associati (Fabrizio Scaparo, Matilde Finucci)



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