



ARDIAN

## PRESS RELEASE

### ARDIAN ACQUIRES STAKE IN T2O MEDIA

**Paris, 27 June 2017** – Ardian, the independent private equity company, today announces its acquisition of a minority stake in T2O media, the leading independent digital media agency in Spain.

Founded in 2004 by current CEO Oscar Alonso and CIO Tomas Hernandez, T2O media has cemented its status as Spain's premier independent digital agency. In addition to its original locations in Madrid and Barcelona, the company has opened offices in Milan, Trento, Mexico City and, most recently, Houston, which it opened in 2016. The agency's clients include top-tier Spanish companies active in the travel industry, including Barceló Hotel Group, Bahia Principe and Palladium, as well as financial institutions, such as Aegon, Axa and Unicredit.

Óscar Alonso, CEO of T2O media, said: 'After acquiring Webperformance in Italy and opening our new office in the United States, we wanted to continue this development phase with support from a leading partner which understands the dynamics of our market and is capable of helping us seize opportunities. Given its expertise in the sector and its track record, Ardian Growth was the natural choice as the partner to work with us.'

In addition to the network and expertise Ardian can provide to support growing companies, this partnership will help the management team consolidate its position in Southern Europe and underwrite its ambitions of helping advertisers reach Spanish-speaking markets in Mexico and the United States. In this rapidly expanding industry, T2O media is one of the few independent agencies to have successfully penetrated the Mexican market while at the same time drawing on its digital expertise to attract North American clients.

Bertrand Schapiro, Senior Investment Manager at Ardian Growth, added: 'In the constantly evolving agency market, T2O media has cemented its leading position in Spain. The team has the reputation and the ambition to become a top international player for brands looking to reach the Spanish-speaking market in Europe and LATAM.'

Geoffroy de La Grandière, Director of Ardian Growth, added: 'After making several investments in Italy, our first push into Spain solidifies our positioning as a premier growth equity player in France and Southern Europe.'

## ABOUT T2O MEDIA

T2O media is a Digital Media Agency founded in 2004, that designs and manages marketing and communication strategies with a results orientated approach (Paid, Owned, Earned Media, relying always on Technology). His team has achieved important awards: T2O media has been named National Champion in the UKTI Innovation category by the Europeans Business Awards 2016 and is one of the first companies in the world to have obtained the title of DoubleClick Certified Marketing Partner. Currently has permanent offices in Europe, LATAM and US, where is the partner of major brands. Its clients include Barceló Hotel Group, Honda, Unicredit, José Cuervo, Movistar, Nextel and AXA insurance.

## ABOUT ARDIAN

Ardian, founded in 1996 and led by Dominique Senequier, is an independent private equity company with assets of US\$62bn managed or advised in Europe, North America and Asia. The company, which is majority- owned by its employees, keeps entrepreneurship at its heart and delivers investment performance to its global investors while fuelling growth in economies across the world. Ardian's investment process embodies three values: excellence, loyalty and entrepreneurship. Ardian maintains a truly global network, with more than 450 employees working through twelve offices in Paris, London, Frankfurt, Milan, Madrid, Zurich, New York, San Francisco, Beijing, Singapore, Jersey, Luxembourg. The company offers its 580 investors a diversified choice of funds covering the full range of asset classes, including Ardian Funds of Funds (primary, early secondary and secondary), Ardian Private Debt, Ardian Buyout (including Ardian Mid Cap Buyout Europe & North America, Ardian Expansion, Ardian Growth and Ardian Co-Investment), Ardian Infrastructure, Ardian Real Estate and Ardian Mandates.

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

## LIST OF PARTICIPANTS

T2O media: Óscar Alonso, Tomás Hernández, Juan Teijeiro, Marti Escursell  
Legal advisor: Marimon (Begona Redon)

Ardian: Bertrand Schapiro, Geoffroy de la Grandière  
Legal advisor: EY (Francisco Aldavero Bernalte, Hector Gomez Ferrero)  
Financial auditor: EY

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## PRESS CONTACTS

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