

PARIS  
December 1, 2021



## Data analytics pioneer Digital Value welcomes Ardian and Isatis as shareholders

Digital Value has chosen to partner with Ardian, a world leading private investment house, and Isatis Capital, a French specialist investment firm in innovative SMEs, to support its development and growth, as part of a €12M minority financing.

Based in Paris, Digital Value is a leader in data analytics for business, a new discipline at the crossroads of strategy consulting, data, and technology, and is soon expected to pass the €10M revenue mark.

Digital Value helps large companies to digitalize their core business and launch new digital activities, thereby maximizing their operational efficiency. It has a unique combination of:

- Industry leading expertise in data analytics & science
- A proven track record in strategic marketing. Arnaud de Baynast, founder and president of Digital Value, is the co-author of the "Mercator", the best-selling marketing book in French
- Extensive knowledge of digital ecosystems across the world, especially in Asia
- An approach that is based on the development of technological tools for data collection and processing, which can increase the efficiency of traditional strategy consulting methods tenfold.

The success of this approach is demonstrated by the long-standing relationships that Digital Value has nurtured with more than thirty clients, including Pernod Ricard, TotalEnergies, Engie and Macif. Digital Value has supported its clients on complex business issues such as algorithmic pricing, customer clustering and the digitalization of road-to-market strategies.

Digital Value's operational experience in leading complex projects and managing digital activities also enables it to assist leading private equity funds with strategic due diligence work.

Ardian and Isatis, with their strong track records in the digital IT and consulting sectors, will support Digital Value in developing its methods and technologies, accelerating go-to-market strategies for key accounts, as well as helping the company with its international expansion.



*"We are delighted to be supported by two investors with such a high level of expertise. Our business, at the crossroads of strategy consulting and data science, is experiencing significant growth, driven by profound technological changes such as the digitalization of distribution. The entire Digital Value team and our two new shareholders are confident that this partnership is the start of a very exciting future."*

● ARNAUD DE BAYNAST ● FOUNDER AND CEO OF DIGITAL VALUE

*"The partnership with Digital Value is the result of a strong relationship we have fostered over several years. The company benefits from a unique positioning in the market thanks to Arnaud's pioneering vision and the talent of his teams. We look forward to supporting them in the years to come."*

● PIERRE SCHAEFFER AND GEOFFROY DE LA GRANDIÈRE ● SENIOR INVESTMENT MANAGER AT ARDIAN GROWTH AND MANAGING DIRECTOR AT ARDIAN GROWTH

*"Thanks to its expertise in data technology, its strong entrepreneurial culture and the exceptional quality of its people, Digital Value is ideally positioned to address key strategic issues with a unique value-add in its market. We are very pleased to support Arnaud and his team on their promising development plan, and to join forces with Ardian on this journey."*

● FRANÇOIS-XAVIER LEHMAN AND THOMAS LEMAIRE ● INVESTMENT DIRECTOR AT ISATIS AND ANALYST AT ISATIS

## PARTIES TO THE TRANSACTION

### Digital Value

Arnaud de Baynast, Alice Wu, Romain Bury, Paul-Henri Magnien, Abdellah Moutaçalli  
Legal advisors: PGA (Francois Gine), Walter Garance (Isabelle Avril, Roxane Bouillon)  
Financial advisors: FDC (Henri Mion, Antoine Mannini)  
Financial audit: Grant Thornton (Frederic Zeitoun)

### Ardian/Isatis Capital

Ardian (Geoffroy de la Grandière, Pierre Schaeffer), Isatis Capital (François-Xavier Lehman, Thomas Lemaire)  
Legal, tax and social advisors: Levine Keszler (Nicolas de Courtivron), Arsene Taxand (Franck Chaminade)  
Financial audit : E&Y (Jean-Christophe Pernet, Soukaina Douazi)



## ABOUT DIGITAL VALUE

Digital Value is one of the leaders in data analytics for business, founded in 2008 by Arnaud de Baynast, joined by 4 partners: Abdellah Moutaçalli, Paul-Henri Magnien, Alice Wu, and Romain Bury. Digital Value's mission is to assist its clients with strategic or operational issues, based on cutting-edge expertise in data analytics & science, strong credibility in strategic marketing, and a "tool-based" approach to the business, thanks to the development of technological building blocks. Today, the company has about thirty consultants, as well as a team of developers dedicated to the construction of data collection, processing and analysis tools. Since its creation, the company has carried out about a hundred projects per year, with about thirty clients in Europe, Asia, and North America.

[www.digitalvalue.fr](http://www.digitalvalue.fr)

## ABOUT ARDIAN

Ardian is a world-leading private investment house with assets of US\$120bn 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 800 employees working from fifteen 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 and Seoul). It manages funds on behalf of more than 1,200 clients through five pillars of investment expertise: Fund of Funds, Direct Funds, Infrastructure, Real Estate and Private Debt.

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

## ABOUT ISATIS CAPITAL

ISATIS Capital is an independent management company that has been investing in capital for 20 years alongside ambitious entrepreneurs wishing to develop their SMEs. As a long-term investor, ISATIS Capital takes minority or majority stakes and brings its know-how in supporting the growth of innovative French SMEs. As a signatory of the UN Charter, ISATIS Capital is attentive to the respect of ESG rules in its operations and in its investment activity.

Isatis Capital benefits from the trust of institutional clients, private banks and asset management advisors.

[www.isatis-capital.fr](http://www.isatis-capital.fr)

## Media Contacts

### ARDIAN

HEADLAND

**Claudia Buck**

+44 (0)20 3435 7478

[ardian@headlandconsultancy.com](mailto:ardian@headlandconsultancy.com)

### ISATIS

Eric Boutchnei

+33 1 84 79 17 33

### DIGITAL VALUE

Arnaud de Baynast

+33 6 14 41 55 56

Alice Wu

+33 6 14 33 73 26