



## PRESS RELEASE

**Ama Partners organizes the Carve Out of Galilée, majority-owned by listed publisher Wedia Group. The sale of 100% of the share capital is made to Data Solution, a 360° web agency, with the legal support of Ulysse BDA.**

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11 March 2024 – Galilée is writing a new chapter in its history with Data Solution, after 4 years in the control of Wedia Group. Ama Partners assisted Galilée CEO Arnaud Mazon once again in this new phase of the company's development, while Ulysse BDA advised him and the minority partners on legal matters.

### **High-profile customers**

Galilée has 30 years' experience in deploying cloud-based marketing production platforms. Its solutions facilitate the management and deployment of all brand content and product information for digital, print and packaging media. Galilée provides long-term support to its customers and has won over leading companies such as Cafés Richard, Fleury Michon, Pierre Fabre, Royal Canin and Decathlon.

With 20 years' experience in managing e-commerce and Product Information Management (PIM) projects, Data Solution is forecasting sales of over €35 million by 2022 and employs 360 digital specialists. The agency has an ambitious long-term development plan, aiming to achieve sales of €100 million by 2025, and more than double the number of employees, through external and organic growth.

### **A strategic merger**

Following this acquisition, Data Solution consolidates its skills in cloud, packaging, publishing, and DAM (Digital Asset Management). In addition, this external growth contributes to the expansion of its customer base.

Ama Partners assisted Arnaud Mazon with negotiations with Wedia and Data Solution, the valuation of the company and financial structuring. On the legal front, Mr. Mazon and the minority shareholders were advised by the Ulysse BDA law firm, which guided them through the negotiation and drafting/structuring of the legal documents.

**Arnaud Mazon, CEO of Galilée :** « *From a business point of view, the alliance between Data Solution and Galilée was an obvious one, given the extent to which the two companies complemented each other. However, this type of transaction is above all very demanding, in terms of regulatory technicalities and all the related aspects. Being accompanied by experts in the field is essential for the*

*business owner, who needs more than advice - he needs real sparring partners, involved and never short of ideas or solutions to explore. From this point of view, Ama Partners provided me with a wealth of experience throughout the process, while demonstrating unfailing commitment, quality of advice and dedication. It also enabled me to meet the team at Ulysse BDA, who handled all the legal aspects of the deal with the same professionalism. So many reasons to be fully satisfied with our collaboration. »*

**Parties involved in the transaction:**

M&A Advisor: Ama Partners (Brice Thébaud)

Legal Counsel to Arnaud Mazon / minority shareholders: ULYSSE BDA (Marie Schocher, Aubane Revol Germain, Alexis Degagny)

**About Galilée**

Galilée deploys cloud-based marketing production platforms that facilitate the management and distribution of all brand content and product information for digital, print and packaging media.

Learn more: [www.galilee.fr](http://www.galilee.fr)

**About Data Solution**

Data Solution is an independent, 360° web agency. Founded in 2003, Data Solution today employs 360 people in 14 agencies on 3 continents. Specializing in the design of customized e-commerce platforms, the agency offers its customers a wide range of complementary services: PIM & MDM, Business Performance, Studio Crea, Consulting, Cloud Outsourcing and Phytal & Innovation Lab. Recent customers include Raja, Carambar and Saint Maclou.

Learn more: [www.datasolution.fr](http://www.datasolution.fr)

**About de Wedia**

Listed on Euronext Growth, the Wedia Group is an international player, specializing in B2B SaaS for Digital Asset and Social Media Management.

Through its two offerings, Wedia and Iconosquare, the Group supports its customers (marketers, communicators, e-retailers, social media managers, etc.) in the perpetuation, personalization, distribution and performance measurement of their content (photos, videos, social posts, etc.).

These offerings enable the Group's customers to simplify the organization of their marketing content, automate its distribution across different digital and physical channels, and ultimately measure its effectiveness.

The Group's high-end, innovative positioning has been validated by prestigious customers (Decathlon, Universal, Merck and NASA) and leading technology analysts (Gartner, Forrester and Constellation Research).

To serve its 5,000 customers in over 120 countries, the Wedia Group, based in France, Germany and Canada, can count on more than 100 committed employees.

The Wedia Group has achieved sales of almost €14 million in 2023, of which over 80% is SaaS revenue, and is driving its development with a proven mix of controlled organic and external growth.

Learn more: [www.wedia-group.com](http://www.wedia-group.com)

**About Ama Partners**

Ama Partners, formerly Alienor Partners, is an independent advisory firm specializing in capital transactions for SMEs and mid-sized companies. Founded in 2010, Ama Partners has successfully completed over a hundred sales, acquisitions, fundraising and capital reorganizations. Ama Partners offers French and foreign managers local support and a commitment throughout the assignment. Ama Partners is a member of the CNCFA.

Learn more: [www.ama-partners.com](http://www.ama-partners.com)

**About Ulysse BDA**

ULYSSE BDA is the result of the merger of two law firms, Ulysse Avocats and BDA. The merger of the two firms was guided by a shared culture, complementary positioning and the desire to create a new benchmark in business and tax law in the Nouvelle-Aquitaine region, with a broader reach in France and internationally.

It is part of a genuine corporate project that gives ULYSSE BDA the critical mass it needs to offer a comprehensive range of business and tax law services, and to support its clients in their corporate sales and acquisitions.

Learn more: [www.ulyссе-bda.com](http://www.ulyссе-bda.com)

**For more information, please contact:**

Brice Thébaud, Founding Partner

T : +33 6 63 44 06 76 | M : [bthebaud@ama-partners.com](mailto:bthebaud@ama-partners.com)