



Paris, 6 October 2022

Press release

The managers of Castor and Pollux carry out a sponsorless transaction with Omnes Mezzanis

The management team of Castor & Pollux chose Omnes' Mezzanis 3 fund to assist them in the restructuring of their capital. Arranged by Omnes, the deal is structured to include mezzanine financing and a capital contribution, enabling the management team made up of Lucille Pheulpin, Elodie Denaeyer, Noé Melon, Deborah BousSIDAN and Raphaël Braud to become the company's first shareholder group.

Founded in 2010, Castor & Pollux is an independent digital communication consultancy that assists its customers in designing and implementing their brand strategy. Following a period of organic growth driven by new major contracts, the Group has developed a comprehensive offering by diversifying into new businesses such as a production studio and a talent placement firm. The Group advises many large French groups and growing mid-caps and currently employs around 65 people.

Omnes, along with the two founders of the firm, who continue to support the business, will provide human and financial resources to support the current managers in this new chapter for them and the company. The management team intends to continue growing the business by signing new accounts and branching out into new sectors.

This deal is the fourteenth investment of the Omnes Mezzanis 3 fund.

Lucille Peulphin, Chair of Castor & Pollux: *"We are delighted to have developed this operation with Omnes. We were fortunate enough to meet a financial partner who immediately understood our challenges and had the same entrepreneurial vision as us. Our aligned values mean that Castor & Pollux can continue to grow independently but with the backing of a solid financial partner with the capacity to support our growth plans."*

Benoît Faguer, Chief Investment Officer, Omnes: *"Having been impressed by the expertise and team spirit at Castor & Pollux, we are delighted to support the company and its management team in this new chapter, and to enable certain key managers to significantly increase their stake in the business. This is also an excellent opportunity to invest in a market that is experiencing strong demand. Not only are companies having to change the way they communicate in light of the digital revolution, they are also having to rebrand to meet new consumer expectations such as the preference for environmentally friendly brands that combine business with ecological and sustainability concerns."*

Camille Delibes, Head of Private Debt, Omnes: *"We were particularly pleased with the environment in which we carried out this sponsorless transaction. The philosophy of promoting the teams and giving all staff a stake in the success of the company's plans are especially motivating factors when we are choosing projects to back. Our financing offer is particularly suited to supporting this type of approach."*



Stakeholders:

- **Managers:** Lucille Pheulpin, Elodie Denaeyer, Noé Melon, Deborah Boussidan and Raphaël Braud
- **Founders:** Stéphane Clousier, Julien Cocquerel
- **Buy-side investor:** Omnes - Benoît Faguer, Thomas Churlet
- **Senior debt:** Arkéa - Brendan Gianoncelli
- **Sell-side M&A:** DDA & Co - Alain Sitbon, Victor Humberdot, Florian Charrière
- **Managers' legal team:** Faustine Paolluzo, Antoine Le Roux, Ronan Lajoux, Clémence Darné-Lajoux
- **Founders' legal team:** Olyns - Annabelle Tieffine, Camille Pedrini
- **Buyer's legal team:** Levine Keszler - Serge Levine, Nicolas de Courtivron, Aude Manzo-Keszler
- **Senior debt lawyer:** SH Legal - Yann Beckers
- **Financial due diligence:** BDO - Alban Cabanis, Thomas Sarragot
- **Legal, tax and employment due diligence:** Cazals Manzo - Bertrand de Saint Quentin, Nicolas Czernichow
- **Financial due diligence:** Grant Thornton - Bertille Crichton, Clémence Lestra

About Omnes

Omnes is a leading private equity and infrastructure investor. With over €5 billion in assets under management, Omnes provides companies with the capital they need to finance growth, in three key areas: Venture Capital, Growth Capital & Buyout Transactions and Infrastructure. Omnes is wholly owned by its employees. It is committed to ESG issues and has set up the Omnes Foundation to fund initiatives to support children and young people. It is a signatory to the United Nations Principles for Responsible Investment (PRI).

www.omnescapital.com



About Castor & Pollux

Castor & Pollux is an independent, creative and engaged digital communication group founded in 2010 by Stéphane Clousier & Julien Cocquerel. Its one-stop-shop offering covers all advertisers' needs, including strategy, content creation, production and the placement of experts on-site.

Its clients come from a wide variety of industries and include Electro Depot, Coface, Enedis, WWF, Suez, Engie, BNP Paribas, Lacoste, Jacquet-Brossard, Bjorg, Septodont, Edenred, INA, Ferrero, Pierre Fabre, Allianz, Gilead, Eau de Paris, Société Générale, La Poste, LG Electronics, Corsair, Puig and Ubisoft.

Key figures:

- 12 years in operation
- Revenue target of €7.7 million in 2022
- 65 employees
- 3 local branches: Montreuil, Nantes and Tours.

Websites and social media:

group: <https://groupe.castoretpollux.com/fr/>

agency: <https://www.castoretpollux.com/>

LinkedIn: <https://www.linkedin.com/company/castor-&-pollux/>

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