

Why Would your Field Marketing Group acquire COMPLEO, one of the leading Field Marketing Company in France ?

1. Geographical Expansion & Entry/grow into the French Market

- **France is a major European market** for field marketing and retail services. By acquiring COMPLEO, Your Company would instantly gain a strong foothold in France, accelerating its European growth ambitions.
- It provides access to local clients, networks, and operational expertise, avoiding the challenges and delays of organic market entry.

2. Complementary Services & Portfolio Enhancement

- COMPLEO brings established relationships with French retailers and brands, as well as expertise of the French market.
- Combining portfolios allows your Company to offer broader, integrated solutions to your multinational clients who operate across France, and potentially other European markets.

3. Technological & Data Synergies

- Integrating COMPLEO would enable the deployment of your technologies in France (and vice versa), enhancing both companies' value propositions and operational efficiency.

4. Increased Scale & Negotiating Power

- The acquisition would boost your Company's European footprint and scale, making it a more attractive partner for large, pan-European FMCG brands and retailers.
- Greater scale can also lead to cost efficiencies and stronger bargaining power with suppliers and clients.
- This diversification reduces risk and enhances the group's ability to innovate.
- Acquiring COMPLEO would be a logical next step, aligning with a broader strategy of European expansion and digital transformation.

COMPLEO Teaser

> € 11 million

2025 turnover(f)

€ 1.7 million

EBITDA 2025(f)

22 +

Employees

720 +

Project

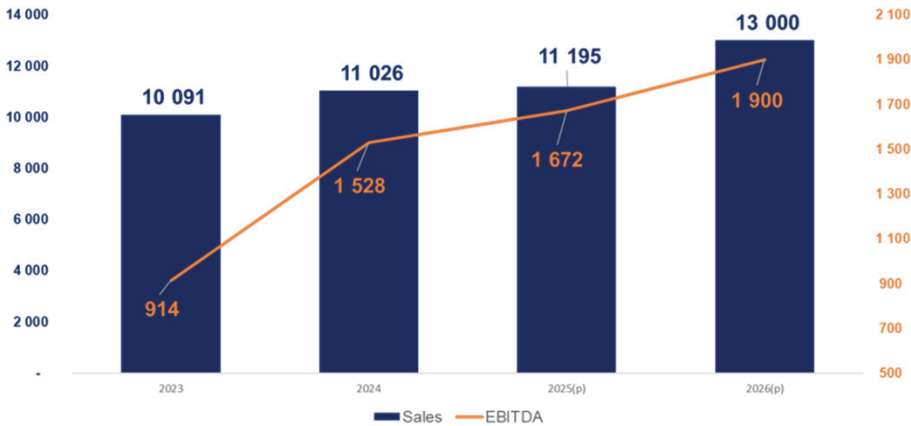
+150

Customers

GROUP OVERVIEW

- In over **20 years** of existence, **COMPLEO** has established itself as a **leading player** in terms of **Field Marketing Services, Field Sales Force (Outsourced), merchandising & sales strategy** for its **international customers**.
- The group has developed a **unique model** through which it supports its clients in the **development** and **deployment** of marketing and sales strategies and services to **defend their commercial position** or **win** new business.
- COMPLEO is based in the Paris area.

FINANCIAL PERFORMANCE (K€)



Source: Group

BUSINESS LINES & EXPERTISE

- COMPLEO is a value-added **B2B services company** specialising in **sales outsourcing, recruitment/staff replacement and operational merchandising**.
- Positioned in a segment comprising mid-sized companies and large corporations, COMPLEO has demonstrated its ability to **win** tenders against **national and international** competitors.
- **Recurring positive results**, driven by long-term partnerships with **leading clients**, demonstrate the strength of the model. The **growth** outlook for 2025 and 2026 is **solid** and supported by **growing demand for outsourcing in these business lines**.
- **COMPLEO** develops **specific consulting and customised analysis solutions** to improve **commercial strategy**, media relations and data analysis. These services account for approximately **20% of turnover**.
- The group generates **80% of its revenue** from **operational marketing**, which involves setting up **sales services** on behalf of clients.

