

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.

> € 11 million

2025 turnover(f)

€ 1.7 million

EBITDA 2025(f)

22 +

Employees

720 +

Project

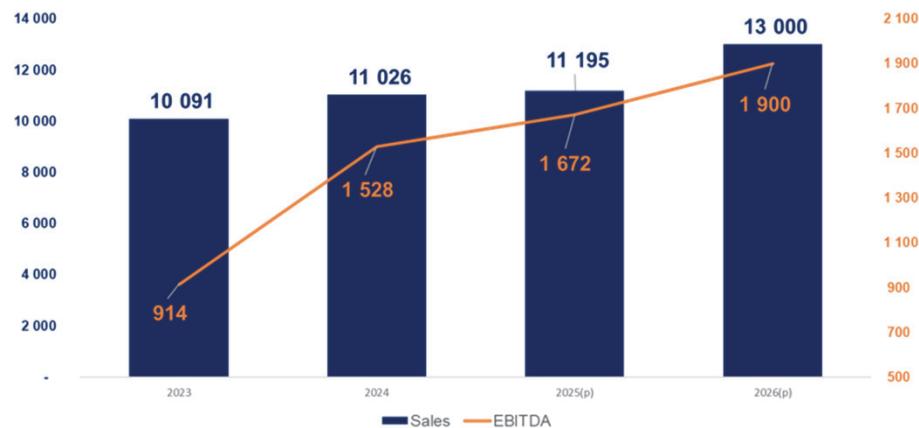
+150

Customers

GROUP OVERVIEW

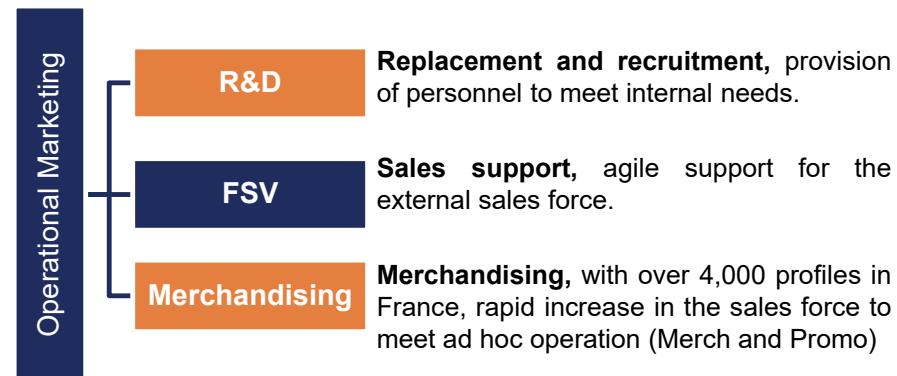
- In over 20 years of existence, COMPLEO has established itself as a leading player in terms of Field Marketing Services, Field Sales Force (Outsourced), merchandising & sales strategy for its international customers.
- The group has developed a unique model through which it supports its clients in the 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€)



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.



Source: Group