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**IMPACT FIELD MARKETING GROUP, MANAGED BY JEAN-DOMINIQUE CASTELLANI AND OWNED BY ALPHA PRIVATE EQUITY, ACQUIRES A SECOND COMPANY THIS YEAR, P&R VISUAL MERCHANDISING IN THE NETHERLANDS.**

**Paris and Breukelen, June 28, 2023, Impact Field Marketing Group completes the acquisition of Dutch company P&R Visual Merchandising. This is the Group's second international build-up since Alpha Private Equity, a Luxembourg investment fund investing in mid-sized companies across continental Europe, took over the company a year ago.**

Impact Field Marketing Group (IFMG) provides solutions enabling its customers to deploy their **sales and marketing strategy** across **physical, mobile and digital channels, throughout the entire customer journey.**

IFMG is constantly affirming its position by integrating ever more innovative **omnichannel solutions**. The acquisition in 2021 of the **digital platform Demooz**, now present in France, Italy, Spain and Belgium, illustrates this approach.

IFMG has established itself as the **number 1 player in the French market**, a position strengthened by the **acquisition of the Addikt Group** in March 2022.

In addition, the Group initiated a **pan-European development** plan in 2018 with the acquisition of the Belgian leader, which accelerated with the acquisition of **Field Sales Solutions in the UK** at the end of 2022 and today that of **P&R in the Netherlands**.

The acquisition of P&R enables the Group to **round out its service offering** and **strengthen its geographical coverage in Europe**.

P&R has been operating in the Netherlands for over 20 years in the field of **visual merchandising**, from the development to the deployment of creative and innovative concepts. As a result of this transaction, P&R will also benefit from significant cross-selling potential by making IFMG's service offering available to its customers.

Thanks to this new acquisition, the IFMG Group now generates sales of **€155 million**. Advanced discussions are also underway with several **new geographies** in Europe.



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**Jean-Dominique Castellani, CEO of Impact Field Marketing Group comments:** "This acquisition embodies our vision of IFMG's future. Our pan-European positioning combined with our omnichannel know-how enables us to implement solutions that support our customers' strategies. With P&R, we'll be able to continue to expand in Benelux. In addition, P&R's know-how, essentially focused on visual merchandising, will enable us to expand our range of services across all the Group's geographies."

**Arnold Vrind, Managing Director of P&R comments:** "Joining the IFMG Group is a logical step in the evolution of our business. Having been in business for almost 25 years, we are proud, happy and confident to have laid a very solid foundation for this exciting new phase. Thanks to IFMG's in-house digital, data analysis and reporting capabilities, as well as its extensive knowledge and experience in field sales, demonstration and merchandising, we are able to offer a wider range of services to the market and to our existing customers. What's more, more and more of our customers are running their businesses under a central management structure in the Benelux, or even across borders in Europe. With our new organization, we will be able to support them across all the Group's geographies."

**Patrick Herman, Managing Partner of Alpha Private Equity (France) adds:** "Only 12 months after our takeover of the IFMG group, we are delighted to conclude this second acquisition, which fits in perfectly with the Group's strategy, since it enables us both to acquire complementary business expertise and to penetrate a new, high-potential geography. What's more, we were won over by the quality of its leader, as well as by his strong conviction and commitment to the IFMG project, which have resulted in a very high level of reinvestment in this operation".

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## LIST OF SPEAKERS

**IFMG:** Jean-Dominique Castellani, Luc Avedissian

**P&R:** Arnold Vrind

**Alpha Private Equity (France):** Patrick Herman, Nicolas Antraigue, Clément Colin, Leonard Toth

### **Advisors IFMG and Alpha Private Equity**

M&A France: LPA-CGR (Frédéric Bailly, Maxime Labonne)

Tax: LPA-CGR (Mathieu Selva Roudon, Céline Guo)

M&A Advisory NL: WLP (Law Neil De La Porte, Yorick van Bente, Carlotte Dessauvage)

Tax: WLP (Law Richard Smeding, Lianne van Mervennée, Mac Sillevs)

DD Financière: 8 Advisory (Fabien Thieblemont, Clémence Thiolot)

### **P&RVM Consulting**

M&A - Proclare (Antal van der Laken)



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### **ABOUT IMPACT FIELD MARKETING GROUP**

Founded in 2004, IFMG offers solutions enabling companies to implement their omnichannel sales and marketing strategies across physical, mobile and digital channels throughout the customer journey. The Group relies on a phygital strategy, integrating tailor-made and innovative solutions. With over 152 million euros in sales by 2022 and 230 active customers, IFMG is the leader in its sector in France and Belgium. For more information, please visit [www.impactfieldmarketinggroup.com](http://www.impactfieldmarketinggroup.com)

### **ABOUT P&R**

P&R Visual Merchandising is the Netherlands' leading one-stop visual merchandising agency. It helps its clients convert shoppers into customers through attractive product presentations in the retail sector.

Over its 23-year history, P&R has grown with its customers in the Dutch market, and has been a partner of choice for many national and international brands and retailers.

<https://www.penr.nl/en/>

### **ABOUT ALPHA**

Alpha Private Equity, through its Luxembourg funds and its AIFM, manages over €2 billion in assets. Alpha is one of Europe's leading investors in the mid-cap segment. In over 35 years of existence, Alpha has completed more than 100 transactions (notably in France, Italy, Germany, Benelux and Switzerland). With a multi-sector approach and a focus on continental Europe thanks to its local teams in France, Italy, Germany and Benelux. Alpha supports entrepreneurs by accelerating their development projects through an active support policy, particularly in external growth, mainly as a majority shareholder. In France, Alpha is invested in Vervent Audio Group and Feu Vert Group. For more information, visit [www.alphape.com](http://www.alphape.com)

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