



Press release - Paris - May 7, 2019

## **Silamir acquires Digital & You and builds a reference group in transformation and digital**

*The Silamir group, a hybrid player in the transformation sector - combining strategy & change, tech & data, and user experience design - announces the full acquisition of Digital & You, a digital transformation firm. With a turnover of €30 million, this young and fast-growing group is among the top 50 transformation players in France, while maintaining the positioning and expertise that have forged the success of both companies.*

### **The strength of perfectly complementary ecosystems**

Digital & You's high-tech positioning combined with Silamir's global offering provides a unique range of services, from supporting major transformation projects to unitary technical services. This alliance strengthens the orientation both companies in a fast-growing market.

**Muriel Figer, co-CEO of Silamir and Digital & You, says, "This acquisition is fully in line with our entrepreneurial vision and development strategy. Thanks to a common DNA and the perfectly complementary activities of our two companies, we have a new hybrid entity with a very flexible intermediate size, which will allow us to continuously provide close support to our clients, whose expectations are evolving in terms of transformation, while providing them with a wider range of services."**

*"We are very pleased that Digital & You is joining the Silamir Group: the complementarity of these companies is so natural and obvious that we could not imagine a better business transfer, for the benefit of both our employees and our clients. Now we will work towards a successful integration, supported by teams that share the same vision and the same culture," says Nima Karimi, co-founder of Digital & You*

The group thus enters the top 50 actors of transformation, but remains radically different from the traditional actors on the market: while simultaneously serving as a consulting firm and a digital service company, the group will continue to reinvent traditional models.

### **The strategic vision of the group: a new service company model**

**Muriel Figer and Juliette Soria, both former consultants, co-founded Silamir in 2011** with their own funds. With the will to make a difference - moreover in a strongly masculine world - they created a hybrid

model of society combining Consulting, Tech and Design.

Their approach: to support companies during their multidimensional transformations in order to create new tailor-made business models and thus bring out a perfect coherence of expertise and tools while taking into account the human and business dimensions.

Silamir now accompanies more than 200 key accounts, from the ideation to the realization of innovative projects, products and services.

**Digital & You was created in 2013 by Nima Karimi and Renaud Granier**, with the conviction that it was possible to support IT projects in a more pragmatic and humane way. They took up the challenge of bringing together men and women from diverse backgrounds, driven by their shared passion for technology and knowledge-sharing in a prolific and supportive environment. Today, nearly 200 passionate employees serve more than 60 companies. Mr. Karimi and Mr. Granier will accompany the project throughout 2019.

**As a new service-market model emerges at market demand, the Silamir - Digital & You combination** responds with its transforming “maker” approach, based on a global business model, which breaks business patterns to be more agile, more human and closer to its clients.

Advisors to the buyer

M&A advisory: Hébert Capital

Legal: Maître Julia Slama

Accountant: BMS

Advisors to the grantor

Advisory: OpportunIT

Legal: Villechenon & Associés

Accountant: CMS Lefebvre

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