Proskauer Advises Ardian on Exclusive Negotiations to Acquire a Majority Stake in DIAM

July 2, 2024

Proskauer Advises Ardian on Exclusive Negotiations to Acquire a Majority Stake in DIAM

PARIS, JULY 2, 2024 – Proskauer, a leading international law firm, announced today that it advised Ardian, a global leader in private investment, on its exclusive negotiations to acquire a majority stake in DIAM, alongside the management team, which will reinvest significantly, and BNP Paribas Développement. DIAM is a world leader in the visual merchandising and shopfitting markets for the beauty and luxury sectors.

After an initial successful collaboration with Ardian between 2016 and 2018, DIAM has since continued to grow and strengthen its geographical positions, supported by EMZ Partners and a consortium of investors including BNP Développement, Idia and Socadif. The group now employs over 3,200 people spread over 30 sites in 20 countries, supporting its customers on a local-to-local basis in Europe, Asia, Africa and the Americas. In 2023, DIAM's sales exceeded 400 million euros, mainly in the visual merchandising, shopfitting, niche packaging and point of sales' services segments.

The group's recent growth has been driven by strong geographic expansion, the extension of its product range, and the close proximity to customers which lies at the heart of DIAM's culture. Today, the group is recognized as the sector's front runner in terms of CSR commitments, working to implement key actions for beauty and luxury brands.

The Proskauer team was led by partner Matthieu Lampel and included associates Vanessa Hamiane, Marion Bruère and Benjamin Benzakine (M&A). The team also included partner Maud Manon, counsel Pierre Tardivo and associate Antoine Cottin (Finance).

About Proskauer

The world’s leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are known for our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game-changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

Working at the intersection of private capital and the sectors in which market players invest, we advise cutting-edge clients as they navigate complex challenges and seek to capitalize on market opportunities. Proskauer offers an integrated platform that navigates clients through the full lifecycle of their business.

Proskauer’s Paris office advises leading organizations on a broad range of domestic and cross-border contentious and transactional matters. Working closely with the London and U.S. offices, the team advises European clients as they expand their business operations globally, as well as clients from all parts of the world looking to invest in France. Proskauer has one of the leading transactional practices in France, advising prominent private equity sponsors, financial institutions, industrial and services groups, as well as management teams.

Related Professionals

- **Matthieu Lampel**
  Partner
- **Maud Manon**
  Partner
- **Pierre Tardivo**
  Partner
- **Vanessa Hamiane**
  Associate
- **Benjamin Benzakine**
  Associate
- **Antoine Cottin**
  Associate