

Proskauer Advises Montefiore Investment and Latour Capital on European Digital Group's Acquisition of 2PACE

April 24, 2025

PARIS, April 24, 2025 – Proskauer, a leading international law firm, today announced it advised Montefiore Investment and Latour Capital on the acquisition of 2PACE by European Digital Group (EDG), a consultancy specializing in Salesforce solutions and commercial performance.

This transaction is part of the group's consolidation strategy around high value-added digital transformation professions, in particular CRM, AI technologies and revenue optimization.

Founded in 2021 by Julien Samson (CEO), Arnaud Desaezher (COO) and Rémi Bonigen (CTO), 2PACE has established itself as a key player in the Salesforce ecosystem. The firm supports B2B and B2C companies throughout the “Lead to Cash” cycle, from defining the commercial strategy to implementing solutions, including training and maintenance.

This acquisition allows EDG, which today brings together more than 2,300 experts and generated 300 million euros in revenue in 2024, to significantly strengthen its expertise in Salesforce, particularly around Revenue Cloud products (CPQ, RCA, Billing), Mulesoft and Agentforce IA. With more than 500 certifications held by 2PACE consultants, the group intends to become a key partner of Salesforce in the European market.

Proskauer previously advised [Montefiore Investment](#) in connection with the acquisition by Latour Capital of a stake in European Digital Group as part of an LBO transaction.

The Proskauer team was led by partner [Jeremy Scemama](#) and included counsel [Aymeric Robine](#) and associate [Philippine Rakover](#) (M&A).

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.

Our premier M&A practice is distinguished by the combination of our transactional strength and deep sector knowledge. We are a destination firm for large-cap and middle-market deals with extensive expertise in the structural, cultural and procedural issues that are often at the center of complex, cross-border transactions. From London to New York, Paris to Los Angeles and across the globe, organizations turn to our lawyers for their most significant and transformative transactions. Our multi-disciplinary team offers actionable insights, sophisticated strategies and creative solutions that drive commercial success for our clients.

[Related Professionals](#)

- **Jeremy Scemama**
Partner
- **Aymeric Robine**
Partner
- **Philippine Rakover**
Associate