Proskauer Advises Groupe Premium on Investment in the Grifo Group

November 13, 2025

PARIS, November 13, 2025 – Proskauer advised Groupe Premium, one of France's leading players in wealth management advisory, asset management, and insurance brokerage chaired by Olivier Farouz, on its investment in Grifo Group, a major Italian player in insurance brokerage, finance, and credit intermediation.

Groupe Premium has made the strategic choice to expand internationally by taking a stake in Grifo Group, positioning Italy, a benchmark country in wealth management, as the first step. This alliance reflects an ambitious external growth strategy for both groups and paves the way for a new model in the sector: a European approach to wealth management.

With its strong local presence, a network of 350 Business Advisors, and the ability to serve more than 65,000 clients, the Grifo Group currently manages nearly €1 billion in assets and stands out as a trusted partner in Italy.

This unique partnership is built on shared values and strong complementarity. Groupe Premium expresses its confidence in the Grifo Group, which becomes its exclusive partner in Italy while retaining its brand and identity. Its founder, Bernardo Franchi, will remain a significant shareholder and continue to lead strategy in Italy, while joining Groupe Premium's executive board in Paris. This alliance combines Grifo's experience in the Italian market with Premium's financial strength, exceptional organic growth, and development capacity to build a sustainable and high-performing common model.

The Proskauer team was led by partner Jeremy Scemama and included associates Aurélie Briquet and Mohamed Kettani, and law clerk Lou Thauvin (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 highly regarded for our expertise combined with 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**
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- **Lou Thauvin**
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