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ConcoursMania (ALGCM), a French listed sweepstakes-oriented marketing company, is actively looking for acquisition targets in Europe, the US and Latin America in 2014, Head of Strategic Development Mathieu Daouphars said.

In order to expand geographically in these countries, where markets are mature and attractive, the group will need to find a local target with a local team and client portfolio, he said. ConcoursMania is also actively looking for targets that would strengthen its activities in casual gaming and promotional solutions on the web, Daouphars said. When looking at target dossiers, ConcoursMania will examine the target's type of content, and its ability to monetise the content.

The group has EUR 7m in cash, could raise debt and is not ruling out a capital increase in order to finance a significant acquisition, Daouphars said.

ConcoursMania has made some acquisitions in 2011 and 2012, and since then has been receiving target dossiers from M&A advisors and banks. It does not plan to give a particular mandate in the short term, however it could need intermediaries for an acquisition abroad, Daouphars stated.

ConcoursMania used Bryan Garnier as an advisor for the IPO in 2012.

In 2011, ConcoursMania acquired French digital agency Actiplay, which specialises in the design and implementation of 2D and 3D marketing games and promotional solutions on the Web, social networks, smartphones and tablets. It also acquired France-based Telaxo in 2012.

The company's free float is 36%. Founder Julien Parrou holds a 46% stake, with the rest held by IDInvest Partners, a private equity firm, which invested in 2008.

The company recorded a turnover of EUR 17.54m in 2013, a 16.8% growth compared to 2012. ConcoursMania has a market capitalisation of EUR 48.4m. EUR 3m revenues are currently generated outside France, and ConcoursMania will pursue organic international development. The company has just entered the Italian market with its B2B offer.

In the meantime, the group will intensify its investments for its platform development, and open it to further types of clients. ConcoursMania competes on its B2C activities with Netherlands based Spil Games, and on its BtoB activities with French companies 1000mercis and Nextedia.

ConcoursMania focuses on developing its clients' website traffic. Clients include French e-commerce websites CDiscount, Madeindesign and Pixmania.

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