

PRESS RELEASE | NOVEMBER 8th 2016

Financière Cambon changes its name to Cambon Partners and welcomes new partner Laurent Azout, asserting its ambition to establish itself as the leading investment bank for growth companies

Paris, November 8th 2016. After 15 years in business, Financière Cambon is changing its name and visual identity to reflect its international dimension and mark the beginning of a new phase in the firm's development. On this occasion, it is also announcing a major addition to its team with the arrival of Laurent Azout, previously partner at Messier Maris & Associés, in charge of the TMT sector, and a Executive Director at Lazard.

Since its inception, Cambon Partners (previously Financière Cambon) has earned a reputation for its multi-sector expertise and its ability to support entrepreneurs in the long term, throughout all phases of their company's development: fundraising (venture capital or growth equity), sale to a strategic buyer and leveraged buyout with private equity funds. The firm relies on a team of 20 professionals and completes over 20 transactions a year.

Cambon Partners has built its success on its strong industry expertise in seven key verticals IT Services & Consulting, Insurance & Fintech, E-travel & Hospitality, Enterprise Software & SaaS, E-commerce & Retail, Digital Media and Communication Services. As the firm's founder and partner David Salabi explains, *"This is only because we understand perfectly our clients ecosystem, that we can give them the best advice."*

A new identity reflecting evolution of its activities

With offices in London and San Francisco, opened respectively in 2009 and 2015, a more international name was needed, particularly considering that cross-border deals have accounted for over 40% of the firm's activity over the past three years. Romain Gonthier, formerly at Jefferies, who heads the San Francisco office, points out that *"Cambon Partners is the only French M&A boutique with a physical presence in the Silicon Valley."*

This new name comes with a new visual identity, a new website (www.cambonpartners.com) and a redesigned graphic charter which aims at enhancing the image of Cambon Partners' clients.

Laurent Azout joins as a new partner

Laurent Azout joins the partnership formed with Michael Azencot in 2005 and Morgann Lesné, who joined Cambon Partners in 2009.

Laurent Azout (previously with Société Générale, Lazard and Messier Maris & Associés), 38 years old and a graduate from HEC, has completed over 60 transactions, mainly in the TMT sector, and has gained an extensive expertise in the digital space by handling the sale of several French Internet success stories including Newsweb, Betclic, Doctissimo, Companeo, Allociné, Dailymotion and CCM Benchmark. He has also participated in numerous deals involving the largest media, telecoms and e-commerce groups and leading private equity firms in France and internationally.

Regarding his move to Cambon Partners, Laurent Azout said: *"Our goal is to establish Cambon Partners as the leading M&A house for growth companies in France, while expanding our presence globally. It's an exciting entrepreneurial project that I am proud to be a part of."*

Other recruitments are underway and will be announced by the end of this year.

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