

Press release

Qualium Investissement invests in AVISIA, data & AI consulting specialist

Paris, 30 June 2025 - Qualium Investissement has announced that it has acquired a stake in AVISIA, a digital services company (ESN) that specialises in data and AI. Qualium has acquired its stake from the company's founder, alongside AVISIA's management team, who will increase their own stake following the transaction. This transaction marks a new stage in AVISIA's development in the data and artificial intelligence consulting market.

Founded in 2007, AVISIA has established itself as a key player in data analysis and usage, thanks to its cutting-edge technical expertise in AI and data solutions (such as Dataiku, Google Cloud Platform and Snowflake). The group's clients include well-respected names across a variety of sectors, which work with AVISIA on a long-term basis.

AVISIA works primarily with businesses on strategic, high added-value assignments covering the entire data value chain. The use cases deployed for data enhancement notably concern the optimisation of business processes and the generation of additional business flows via the implementation of data & AI products. This includes intelligent recommendation engines and the creation of assistants enhanced by generative AI.

Based in Paris, AVISIA has a nationwide presence via five branches (Paris, Lyon, Bordeaux, Lille and Nantes), and employs nearly 300 experienced consultants specialising in data and AI.

The company's turnover is in excess of €35 million.

As innovation cycles shorten, companies are under increasing pressure to rapidly adapt their models and tools. Calling on expert consultancies such as AVISIA gives companies a strategic competitive edge in accelerating their digital transformation, secure their technological choices and maximise the value of their data.

In a fast-growing market driven by the digital transformation of businesses, the exponential increase in data and the boom in generative AI use cases, AVISIA has enjoyed continuous growth over the last ten years and a solid financial performance.

Qualium Investissement's acquisition of a stake in AVISIA is designed to support the management team in its organic and external growth plans. This will allow AVISIA to consolidate its leadership and expand its areas of expertise in data and AI.

AI is a growth driver for AVISIA, which has embraced AI and proven its ability to evolve with technological change. This makes it perfectly positioned to support companies in their adoption of generative AI technologies and its integration into business processes.

Xavier Gamarre, AVISIA's Chairman and Founder, explained: *'AVISIA benefits from major growth drivers. With Qualium's support, the group will continue to develop by combining high added-value services and tech expertise, while remaining true to its values of innovation, excellence and commitment'.*

Pascal Bizzari, Managing Director of AVISIA, commented: *'We are delighted with our partnership with Qualium, which marks a new stage in our development. Their experience in supporting fast-growing tech companies and their expertise in consolidation operations will enable us to strengthen our position as a leading player in data and AI'.*

Frédéric Coupet, Investment Director at Société Générale Capital Partenaires, and Morgane Proux, Investment Officer, declared: *'SGCP is honoured to have been able to support AVISIA since 2016. Over these nine years, the relevance of AVISIA's positioning has enabled Xavier Gamarre and his teams to achieve a remarkable performance. We wish Qualium and AVISIA a fruitful new partnership.'*

Guillaume Peroz, Partner at Qualium, said: *'We were won over by the vision of AVISIA's management team, their talent and ability to unite people around an ambitious project. Xavier Gamarre and his team have written an exceptional success story. In a fast-growing data and AI market, AVISIA has everything it needs to accelerate its development and strengthen its leadership position.'*

Pierre Gibour, Director at Qualium, commented: *'The entrepreneurial dynamism of the AVISIA team, combined with its level of expertise and detailed understanding of its customers' technological challenges, are key factors in the group's success. We are fully committed to supporting its growth strategy in a rapidly expanding sector.'*

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Qualium Investissement: Guillaume Peroz, Pierre Gibour, Alexandre Benichou

Qualium Advisors

- **Financial DD:** 8Advisory (Boris Bignon, Hippolyte Olibet)
- **Strategic DD:** Digital Value (Romain Bury, Thibaut Barondeau)
- **ESG DD:** Ansa (François-Xavier Carayon, Julien Arnoux)
- **DD, legal and tax advisor:** Mayer Brown (Hadrien Schlumberger, Ségolène Dufétel, Elodie Deschamps, Charlotte Crépon, Léa Bern)

AVISIA advisors

- **Legal advice:** RSM (Grégoire Gilbert)

Sellers: Société Générale Capital Partenaires (SGCP)

About Qualium Investissement

Qualium Investissement is a leading and long-standing private equity firm with €1.5bn in funds under management. Originally formed in 1998 as the private equity investment arm of Caisse des Dépôts et Consignations, Qualium is now independent and owned by its team, with continuous support from CDC and a solid base of reputable limited partners. Qualium prides itself in being the preferred partner of talented French SME managers and business owners with ambitious development plans to transform their growing businesses into French and international market leading SMEs.

For more information: www.qualium-investissement.com

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About Société Générale Capital Partenaires

Société Générale Capital Partenaires (SGCP) supports management shareholders of SMEs and mid-cap companies in their development and local presence. SGCP acquires minority stakes in companies, worth €1m to €35m, across a variety of contexts: development through external or organic growth, buyouts, shareholder restructuring or optimisation of financial structure. Each year, SGCP's teams, based in Paris, Lille, Strasbourg, Lyon, Marseille, Bordeaux and Rennes, invest between €150m and €200m in around 20 transactions, confirming their long-term commitment to financing companies and the economy.

For more information: <https://capitalpartenaires.societegenerale.com>

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About AVISIA

Founded in 2007, AVISIA is a leading French data & AI consultancy. With a team of 300 consultants across five offices in France, AVISIA is a specialist in 'Data & AI Centric' projects. AVISIA supports client projects within any sector by combining its expertise in data, digital and AI technology to deliver decision-making solutions. It has at the heart of its DNA the ability to work closely with its clients and consultants.

For more information: <https://www.avisia.fr/>

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