

PRESS RELEASE

Paris, 29 June 2022

Hoche Avocats advised Mobsuccess in the context of the acquisition of Vectaury

Mobsuccess, founded in 2015 by Thomas Fagot, is specialized in generating point-of-sale traffic (drive-to-store) solutions.

Vectaury, founded in 2013, is the originator of one of the first platforms on the French market allowing brands and their agencies to optimize their display advertising campaigns using predictive algorithms.

With the acquisition of Vectaury, Mobsuccess capitalizes on complementary expertise and technologies, and thus claims the status of French leader in the drive-to-store sector.

The transaction is also accompanied by a rebranding of Mobsuccess' multi-local marketing activities with the launch of "Widely", an offer allowing large-scale customized marketing campaigns for each point of sale.

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Legal counsel to Mobsuccess: **Hoche Avocats** – Grine Lahreche (Partner), Adina Mihaescu (Counsel) and Imane Sayah (Associate)

Legal counsel to Jolt Capital: **Joffe & Associés** – Thomas Saltiel (Partner), Paddy Pascot (Associate) and Océane Christman (Associate)

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About Hoche Avocats:

Hoche Avocats is an independent, multidisciplinary French law firm founded more than 30 years ago.

The firm has nearly 80 lawyers and legal professionals from various backgrounds, including some twenty partners, who work on a daily basis in a national and/or international context to provide their clients with tailor-made support and legal advice in the major areas of business law and more particularly in mergers and acquisitions.

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