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## Press release

### THE PROFESSIONAL RISK PREVENTION TRAINING GROUP GO ! FORMATIONS INTEGRATES PROMOROUTE FORMATION

GO! Formations, the regional leader in occupational risk prevention training in the Grand Est region, announces the acquisition of Promoroute Formation, marking its second external growth operation following the acquisition of Gérard Formation in July.

Founded in 1998 by Florian Champonnois and based in Chaumont, Haute-Marne, Promoroute is a company specializing in transport training and CACES certifications. It is regionally recognized for the quality of its services and its expertise in professional training.

This acquisition allows GO! Formations to strengthen its regional presence by expanding its geographical coverage and the group's expertise in CACES and transport training. Florian Champonnois will retain his operational role, reinvest within the GO! group, and continue to ensure the sustainability of activities alongside his team.

Thierry Mangin and Sébastien Picard, President and CEO of GO! Formations, state: *"The integration of Promoroute, our second acquisition and partnership, represents an excellent opportunity to strengthen our presence in the region. Promoroute perfectly complements our offering with its strategic geographical positioning and the quality of its training programs. We are excited to start working with Florian and his team to bring this ambitious development project to life!"*

Florian Champonnois, CEO of Promoroute, adds: *"Joining GO! Formations is a tremendous opportunity for me. We share a common vision for the future of our industry, based on strong values such as service quality and commitment to our clients. I am confident that this collaboration will lead to success and new opportunities for Promoroute."*

Alexandre Masson and Christophe Parier, Managing Partners at Activa, conclude: *"This acquisition represents a key milestone in accelerating GO! Formations' development strategy. By integrating Promoroute, the group not only strengthens its position as a regional leader but also opens up new growth opportunities in a rapidly expanding market. We are convinced that this partnership will create significant synergies and benefit all stakeholders, both operationally and strategically."*

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### **Contributors**

Go ! Formations : Thierry Mangin, Sébastien Picard, Mathieu Piquard, Julien Matter, Jean-Claude Gérard

Promoroute Formation : Florian Champonnois

Activa : Alexandre Masson, Frédéric Singer, Camille Emin, Valentine Loyer

Banque Populaire (senior debt): Clément Zecchin, Jérôme Taite

### **Advisors**

M&A advisor: Adviso Partners (Michaël Chicheportiche, Laurence Cornet)

Financial advisor: Exelmans (Stéphane Dahan, Thibault Gerald, Nicolas Paris)

Corporate legal advisor: Fidal (Brice Voillequin, Nicolas Soukatchoff) et Maître Bruno Hassanin

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