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[Press release](#)

RHETORES ACQUIRES SEGEP FINANCE AND EXPANDS INTO THE GRAND EST REGION

Rhétorès continues its dynamic external growth strategy and strengthens its regional footprint with the acquisition of Segep Finance, a key player in wealth management in Alsace. This sixth acquisition since Activa's investment in 2022 marks a new strategic chapter for the group, which is now expanding its reach into the Grand Est, a region with high potential.

Following the acquisition of Profil Finance last July and surpassing the symbolic milestone of one billion euros in assets under management, Rhétorès reaffirms its ambition to become a major player in the French wealth management market.

Founded in 2001 in Strasbourg by Michel Seybel and Christophe Prim, Segep Finance is a renowned actor in the Grand Est region for its expertise in wealth management engineering and its bespoke approach to serving a high-profile clientele. As part of this transaction, its founders are reinvesting part of their equity and will bring their expertise and experience to support the Group's development.

This acquisition aligns with Rhétorès' ambitious external growth strategy, providing the group with a new foothold in the Grand Est region and paving the way for new consolidation opportunities in this strategically significant territory.

Stéphane Rudzinski and Grégory Soudjoukdjian, President and CEO of Rhétorès, stated: *"The integration of Segep Finance is a key step in the regional expansion of our group. It enables us to firmly establish our presence in the Grand Est. The strategic vision and values upheld by Michel and Christophe perfectly align with those of Rhétorès. Together, we will continue to provide personalized, high-quality support to our clients while strengthening our regional footprint."*

Michel Seybel and Christophe Prim, co-founders of Segep Finance, added: *"We are delighted to join Rhétorès, a group with a strong identity and a distinctive vision of our profession. This collaboration is built on mutual trust and shared values, and we are eager to actively contribute to its development and success in the Grand Est region."*

Christophe Parier and Alexandre Masson, Managing Partners at Activa, concluded: *"This acquisition confirms Rhétorès' impressive growth trajectory since 2022. We are proud to contribute to a project that combines innovation and excellence at the heart of a sector undergoing profound transformation and consolidation."*



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Participants

Rhétorès Finance : Stéphane Rudzinski, Grégory Soudjoukdjian

Segep Finance : Michel Seybel, Christophe Prim

Activa : Christophe Parier, Alexandre Masson, Frédéric Singer, Camille Emin, Alix Minne

Apera AM : Salim Lemseffer, Alexandre Gallois, Laura Verbrugghe

Advisors

M&A advisor : Blanche Capital (Alexandre Negre, Julie Renaud)

Financial Due Diligence : Eight Advisory (Emmanuel Riou, Maxence Bluteau)

Legal, tax and social advisor : Walter & Garance (Roxane Bouillon, Astrid Humery)

Legal corporate advisor : Degroux Brugère Avocats (Augustin Fleytoux, Emilie Phalier)

Legal financing advisor : De Pardieu (Sébastien Boullier de Branche, Vincent Cossavella)

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