



Paris, July 17, 2024

Press Release

WEALTH MANAGEMENT FIRM PROFIL FINANCE JOINS RHETORES GROUP

Rhétorès is pleased to announce the acquisition of Profil Finance, its fifth acquisition since Activa's investment in 2022.

Founded in 2004 by Olivier Pichon, Profil Finance is a wealth management firm based in Nantes, with clients in Ile-de-France and Pays de la Loire. Olivier Pichon will reinvest part of his shares in the combined group, and will assist the Rhétorès team in monitoring and gradually taking over its customer portfolio.

Stéphane Rudzinski and Grégory Soudjoukdjian, Founders of Rhétorès, declared: *"This fifth acquisition perfectly aligns with our external growth strategy and confirms the momentum established since 2022. Rhétorès is experiencing strong organic growth and has significant development ambitions for the coming years. Our goal is to continue bringing together the best wealth management advisors in France who share the same values of commitment, transparency, and innovation in a market undergoing structural changes."*

Olivier Pichon states: *"Profil Finance needed a trusted partner to continue and accelerate the development of its clients' wealth. Rhétorès, under the leadership of Stéphane and Grégory, is an ambitious group that shares strong common values with our firm and positions itself as the ideal partner to advise Profil Finance's clients."*

Christophe Parier and Alexandre Masson, Managing Partners of Activa, add: *"This fifth acquisition fits perfectly with our strategic vision for Rhétorès. We are convinced that this association will be profitable for all stakeholders."*

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Participants

Rhétorès Finance: Stéphane Rudzinski, Grégory Soudjoukdjian

Profil Finance: Olivier Pichon

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

Apera AM: Salim Lemseffer, Alexandre Gallois

Advisors

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Seller corporate lawyer: Christine Bonnefoy

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