

ACTIVA ACQUIRES A STAKE IN IMPULSA GROUP

JULY 20th, 2026

Activa announces an investment in the Impulsa Group, a leading player in accounting expertise and business consulting. As part of this minority LBO transaction, Activa will become a key shareholder alongside the founders, Grégoire Proust and Maxime de Vieth, and the management team.

Founded in 2012 in Paris by Grégoire Proust and Maxime de Vieth, Impulsa supports its clients across the full range of their accounting, financial, legal, human resources and payroll requirements, as well as digital transformation initiatives. The Group serves diversified client base of approximately 3,000 companies and has developed particularly strong expertise in the technology, retail and e-commerce, and international business sectors. Impulsa currently generates revenue of €20 million. Backed by a team of approximately 160 employees between Paris and Lille, Impulsa stands out for the quality of its client support, its entrepreneurial culture, and a high level of process digitalization, notably with a robust technology platform and proprietary performance management tools.

With Activa's support, the Group intends to further accelerate both its organic growth and its external growth strategy, building on the successful completion of several acquisitions since its inception. In particular, Impulsa aims to strengthen its regional footprint, broaden its range of complementary services and consolidate its position as a leading platform in the highly fragmented French accounting services market.

Activa, specialist in supporting SMEs in B2B services through primary transactions, will contribute its expertise in structuring Impulsa's growth pathway, both in terms of organic growth and buy-and-build opportunities, as well as the integration and digitalization of its operations.

Grégoire Proust and Maxime de Vieth, founding partners of the Impulsa Group, state : "We are convinced that Activa is the right partner to support us through this new stage of our development. We share the same entrepreneurial culture, a strong commitment to service quality and the ambition to build a leading player capable of supporting its clients over the long term while continuing to drive market consolidation."

Alexandre Masson and Christophe Parier, Managing Partners at Activa, add : "We are proud to support Grégoire, Maxime and their teams as they continue to pursue their growth ambitions. Impulsa has all the attributes we look for: a premium positioning, a loyal client base, a digitalized business model and an outstanding management team. The Group is ideally positioned to play a key role in the transformation and consolidation of the French accounting services market."

PARTIES INVOLVED

- Impulsa Group: Grégoire Proust, Maxime de Vieth
- Activa: Alexandre Masson, Christophe Parier, David Quatrepoint, Marie Pueblas, Thomas Lebre
- Apera: Xavier Hofmann, Matthieu Caron, Marin Dureil

MANAGEMENT ADVISERS

- M&A advisor: Houlihan Lokey (Jean-Bertrand Caussin, Véran Bérard-Quélin, Simon Fedi)
- Financial advisor: Oderis (Aurélien Vion, Louis Templier)
- Corporate legal advisor: Lamartine Conseil (Fabien Mauvais, Camille Le Foyer De Costil, Carla Bellavia)
- Tax advisor: Lamartine Conseil (Bertrand Hermant, Thalaa Imadah)

BUYER'S ADVISERS

- Strategic due diligence: CMI Stratégies (Simon Colboc, Olivier Oriez)
- Financial due diligence: KPMG (Antoine Bernabeu, Martin Dufort, Lucas Merck, Theo Koppitz, Souheir Djezar)
- Legal, tax and employment due diligence: Walter & Garance (Roxane Bouillon, Astrid Humery, Sophie Risse, Amélia Penven)
- Product and technology due diligence: Stratos (Pierre Legendre, Loic Moisand)
- Corporate lawyer: McDermott (Henry Pieyre de Mandiargues, Herschel Guez, Auriane Tournay, Khimia Maddelin)
- Fiscal lawyer: McDermott (Côme de Saint-Vincent)
- Legal advisor on buyer financing: McDermott (Stanisla Chenu, Hugo Lamour, Liam Erraghni)
- Legal advisor on bank financing: De Pardieu (Sébastien Boullier de Branche, Bastien Heppe)
- M&A adviser: Natixis Partners (Driss Mernissi, Denis Vidalinc, Théophile Coumau, Félix Lohier)