



Press release  
December 4<sup>th</sup> 2018

## **Novelty France – Magnum – Groupe Dushow New European leader**

Novelty Group, including Novelty France and Magnum, is very pleased to officially announce the acquisition of Dushow Group.

The agreement, declared last august, just get the green light by the competition authority and has been unanimously validated by the employee representative authorities.

The new group, including 800 employees, with a global turnover of 200M€, set up in France in Paris, Nantes, Bordeaux, Toulouse, Lyon, Marseille, Nice, Valence and established abroad in Brussels, London, Monaco, Barcelona and Rio, become the European leader for technical performances in sound, lighting, video, truss and power.

The industrial project offered by Novelty Group attracted all Dushow Group associates. Almost all shareholders have chosen to stay associated in the new holding to work with Jacques de La Guillonnière, CEO of the Group, Olivier Hagneré, General Director of Novelty France and Jérôme Chupin, General Director of Magnum.

Eric Alvergnat will keep collaborating with the group with Francois Soutenet, General Delegate Director in Roissy, and Christian Lorenzi, General Delegate Director in Marseille and Nice.

« We are really happy of this new chapter to make the group particularly strong, diversified and expert for the communication, event, live performance and TV industries. To collaborate with Jacques de La Guillonnière in the integration of Dushow Group within Novelty Group is a great perspective » Eric Alvergnat, Chairman founder of Dushow Group, declared.

« The talented people, the diversity of experience and the expertise of the whole team will allow us to think about great development opportunities abroad to become one of the key player on the European market and worldwide, and comply with our customers' expectations », Jacques de La Guillonnière, CEO of Novelty Group, said.

**Jacques de La Guillonnière**  
**CEO of Novelty Group**

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