

SYCOMORE CORPORATE FINANCE ADVISES CINVEN IN THE CONTEXT OF ITS POTENTIAL ACQUISITION OF ARTEFACT

Paris, July 29th, 2025

International private equity firm, Cinven, announced that it has entered into exclusive negotiations for the acquisition of Artefact (Artefact or ‘the Company’), a global provider of data and artificial intelligence (‘AI’) consulting services to large, blue-chip enterprises.

Established in 2014 and headquartered in Paris, Artefact empowers leading global businesses to navigate technological change and unlock the competitive advantages of data and AI-led transformation. Today the company employs more than 1,700 individuals in 31 offices across 25 countries.

Combining deep expertise in data science, AI and digital marketing, Artefact partners with leading enterprises to design and implement innovative, data-driven strategies. With a powerful blend of data, AI and technology capabilities, the company supports its clients to realise the full value of their data to enhance decision-making, drive growth and deliver personalised customer experiences at scale.

In partnership with Artefact’s Founders, Management and the broader Artefact Partner group, the investment by the Cinven funds draws on Cinven’s deep Business Services expertise and strong track record in France and reflects the strong conviction in Artefact’s leading platform and prospects for sustained growth. Cinven’s Business Services and French teams worked closely together on the investment in Artefact, identifying it as a compelling opportunity underpinned by a number of attractive characteristics, including:

- Large, high-growth data and AI consulting sector: Artefact benefits from a leading position in a large and attractive market supported by long-term, structural tailwinds driven by accelerating technological change;
- Impressive financial track record: Artefact benefits from high-quality, resilient and repeatable revenue streams from blue-chip corporate customers, with the majority of annual revenues from existing customers, secured by the company’s strong reputation and best-in-class customer advocacy;
- Differentiated platform of scale: Artefact is a scarce global platform of scale with strong technical expertise in data and AI and proven ability to attract, retain and grow high-quality talent;
- Buy and build track record in globally fragmented market: Artefact has a successful M&A track record, and strong further pipeline of potential buy and build opportunities across a range of markets and geographies; and
- Strong and experienced senior management team: Led by its co-founders, Vincent Luciani and Guillaume de Roquemaurel, Artefact has a strong senior management team with a clear and ambitious vision, proven track record of execution and entrepreneurial and innovative culture.

Rory Neeson, Partner and Head of Cinven's Business Services sector team, said:

"Cinven is proud to make this investment in Artefact, a company that perfectly aligns with Cinven's strategic vision and investment criteria, and to partner alongside its excellent and dynamic Founders, management team and broader Partner group. We believe that Artefact's leading-edge expertise in data and AI, coupled with its excellent people, strong culture and global footprint, positions it uniquely within its market."

"Our deep understanding of the Specialist Professional Services sector and our extensive experience in supporting the growth and international expansion of high-quality businesses, positions us to help achieve the enormous potential of this highly differentiated business. We are confident that our partnership with Artefact will further enhance its positioning and accelerate its growth, while continuing to deliver unparalleled value to Artefact's valued clients."

"This partnership marks a significant milestone in Cinven's ongoing commitment to investing in businesses that lead through innovation and excellence."

Pierre Estrade, Partner and Head of Cinven's French Regional team added:

"We are thrilled to partner with Artefact's founders, Vincent Luciani and Guillaume de Roquemaurel, as well as the management team and highly talented partners and teams across the company. We share many of their core values, especially ambition, commitment to excellence, and partnership. Together, they have built a truly differentiated platform in data and AI consulting, with a clear focus on delivering measurable business impact through an end-to-end approach — from use case design to solution development and adoption. Partnering with ambitious, visionary entrepreneurs and teams to transform industries and create meaningful societal impact is exactly what we strive for at Cinven. Artefact has exceptional potential, and we look forward to working with Vincent, Guillaume and the broader team to help unlock it."

Vincent Luciani, co-Founder and Executive Chairman of Artefact and Guillaume de Roquemaurel, co-Founder and M&A Lead stated:

"We are delighted to welcome Cinven as our strategic partner. Cinven's investment reinforces our commitment to driving technological transformation and delivering tangible results for our clients. Cinven's experience, international networks and deep resources will be instrumental in supporting us to scale our operations globally and continue our trajectory of rapid growth and investing in innovation. We look forward to the opportunities that this partnership can deliver and the greater value we can provide to our customers while further cementing Artefact's leadership in the industry."

The transaction is subject to regulatory approvals and other customary closing conditions.

In the context of this Transaction, Sycomore Corporate Finance acted as Financial Advisor to Cinven. The transaction team comprised Tristan Dupont, Marion Camboulive, Malo Grosso and Paul de Singly.