



Press Release of May, 2024

HARLAY AVOCATS HAS ACTED AS COUNSEL TO SERVICEPLAN GROUP AND WEFRA LIFE GROUP IN CONNECTION WITH THE ACQUISITION OF CONSEIL MEDIA SANTE

Serviceplan Group, in collaboration with Wefra Life Group, has made the acquisition of Conseil Media Sante, a company focused on communications for healthcare professionals.

Serviceplan Group, which is established in over 40 countries around the world, and Wefra Life Group are amongst the world leaders in communications and strategic consulting.

The ambition of both groups is to provide a coherent strategy, providing companies with different experts in various key sectors, creating a strong brand identity, and combining ambitious medium- and long-term objectives, in order to develop the businesses targeted.

The acquisition of Conseil Media Sante, a leading healthcare media agency in France for over 35 years, makes the two groups market leaders in healthcare and pharmaceutical information in Germany and France.

Salim Bencheikh, Thibault Chareton, Marie-Laure de Cordovez (partners) and **Martin Poirel** (associate) advised the buyer groups on this transaction.

Ginestié Paley-Vincent (Pierre Mudet, Pierre Cougnenc) advised the selling company.

In Extenso (Alain Fabre, David Heslot, Lucie Chekroun) advised the selling company on the M&A negotiations.

CMS Francis Lefebvre advised the management teams.

For further information, please contact Marie-Laure de Cordovez:

[**\(mlcordovez@harlaylaw.com\)**](mailto:mlcordovez@harlaylaw.com)

ABOUT HARLAY AVOCATS: Based in Paris, Harlay Avocats is an independent business law firm with an international reach. Founded in 1988, Harlay Avocats is a leading business law firm in France. With its multidisciplinary professional team, Harlay Avocats assists its clients in France and internationally with their business law needs (routine and exceptional operations). The Corporate Department of Harlay Avocats, headed jointly by Marie-Laure de Cordovez, Thibault Chareton, Olivier Cognard and Salim Bencheikh, specializes particularly in private equity, stock market law and M&A operations.