






## The AMI (AUDIO MEDIA IMPACT) Group raises €6M from IMPACT Partners and is committed to measuring the social impact of its programs

**MEDIA / COMMUNICATION**



raised €6M from

**AMI GROUP COUNCIL**  
(AIRZEN RADIO & MEDIAMEETING)

- ❖ The AMI Group joins the positive economy of impact and is committed to measuring the social impact of its radio stations and podcasts.
- ❖ The new AMI Group brings together the voice audio business leader, Mediameeting as well as the new national DAB+ radio station, AirZen Radio. Its ambition is to have a real and measured social impact on the most vulnerable populations, in companies and in civil society by doubling turnover in 5 years (€9M in 2022).
- ❖ After a first fundraising for AirZen Radio in 2022 with Business Angels, the AMI Group announces the entry of IMPACT Partners, 1st European impact investment fund, into the capital of the group alongside the 3 founding partners: Anne-Marie de Couvreur-Mondet, Frédéric Courtine and Jean-Louis Simonet.
- ❖ This merger aims to "create the 1st French audio media group with a positive social impact".
- ❖ Social impact measures do not currently exist in French radio stations, specific measurement protocols will be built. They will focus both on the number of productions and their effectiveness, with the general public with AirZen Radio and in companies with Mediameeting.

- ❖ These innovative protocols will be developed on the basis of Médiamétrie studies completed by the firm Occurrence, whose expertise is recognized in the field of communication. The results will be made public annually.
- ❖ "Of course, we will measure our audiences and those of our customers, but in addition, we will measure our social impact. Creating a positive social impact in an audio media group is a new discipline to integrate into everyday life and it is also a new meaning that we give to our companies" - Frédéric Courtine, Managing Partner
- ❖ With this investment, IMPACT Partners confirms its commitment to financially and humanly support entrepreneurs who reduce inequalities and those who create their business in a fragile territory.



## Press Release

- ❖ "Even if much remains to be done, positive initiatives are multiplying throughout the territories. It is vital to share them, especially to give strength to the most fragile among us. The media is therefore one of the major issues of impact. We are really pleased to invest in the AMI Group" - Samir Matki, Investment Director.
- ❖ "In a period of strong transformation of our country and our lives, when we have the chance to be a media group, we can engage, we can act to help. We therefore believe that it is our responsibility as media to help the French to live better. To do this, we create innovative programs that share hopeful solutions and content, in external communication and internal communication. But most companies and brands also sincerely want to help. We therefore believe that the time has come to propose a real approach of shared engagement and a tempered vision of advertising that offers brands the time for quality education with their audiences. Welcoming IMPACT Partners into our capital further strengthens the meaning of our company" - Anne-Marie de Couvreur, Founding President of the MEDIAMEETING Group

### SOCIETEX CF'S TEAM



**Yoann SUZANNE**  
Mission Director  
[yoann.suzanne@societex.com](mailto:yoann.suzanne@societex.com)



**Claude-Yves ROBIN**  
Senior Advisor  
[claude-yves.robin@societex.com](mailto:claude-yves.robin@societex.com)

### Speakers

- **AMI Groupe** : Anne-Marie de Couvreur, Frédéric Courtine, Jean-Louis Simonet, Damien Tournier, Frédéric Petit
- **Impact Patners** : Samir Matki, Amélie Goureaux
- **Isatis** : Laurent Baudino
- **Societex** : Yoann Suzanne, Claude-Yves Robin
- **Clairfield** : Bertrand Hermez, Marie Dokchine
- **Jolas & Laberenne Avocats** : Vincent Laberenne, Paul Lite
- **Antelis Avocats** : Céline Rouanet, Céline Migralet
- **Duteil Avocats** : David Merlet