

Press release – June 2023



GENERALE VOSGIENNE D'AGENCEMENT (G.V.A), an independent player in shop fitting and all trades layout in France, is joining forces with CJS.

Shop fitting & all trades layout



DISPLAY ■ SHOP FITTING ■ DIGITAL

acquired 100% of the capital of



SELLER'S ADVISOR

- Générale Vosgienne d'Agencement (G.V.A) was founded in 1972 under the name JP Peltier, in the Vosges, the historic birthplace of the shop fitting industry.
- In 2008, the company was acquired by Jean-François Gallemard. The company changed its name to G.V.A. and the new CEO developed the company through organic growth.
- G.V.A moved to Eloyes in 2012, combining the wood workshop with the metal workshop on the same premises.
- The company operates throughout France, and specialises in the layout of retail outlets (ready-to-wear shops, mobile phone shops, etc.) and public areas (restaurants, pre-school, etc.).
- The company works mainly with groups and franchises, but also offers its services to independent retailers.
- With a 2,500 sqm production site and around a hundred shop and pre-school installations per year, G.V.A is one of the top 20 players in the sector in France.

- CJS, a specialist in point-of-sale advertising, interactive digital kiosks and shop fitting, was taken over by HESTIA in 2011, and has positioned itself as part of the competitive process put in place by Societex Corporate Finance. This merger will enable CJS, and its CEO Jean-François Lendais, to continue its strong development through external growth, significantly strengthen its territorial coverage (close to its current site in Nancy) and gain a foothold in the all trades market.

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Our consulting mission

- SOCIETEX CF was commissioned exclusively by the shareholder of Générale Vosgienne d'Agencement (G.V.A) to find strategic partners willing to support the company's next phase of development. A competitive process was put in place, demonstrating the interest of many players in the ecosystem.

SOCIETEX CF's team



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Participants

Sell-side

- **Générale Vosgienne d'Agencement** (Jean-François GALLEMARD)
- **Advisors :**
 - M&A Advisors : Societex (Krzysztof GIECOLD, Ali DRISSI)
 - Corporate Lawyers : Emilia BULICH

Buy-side

- **CJS** (Jean-François LENDAIS)
- **Advisors :**
 - Corporate Lawyers : Cabinet Cygler Avocats (Steve CYGLER, Amélie MILLET)