

## Racine assists ADEO in the acquisition by Valiuz of its Retail Media activity

***Paris, 14 January 2025 - Racine has advised ADEO, a major player in the European DIY market, on the sale of its Retail Media business to Valiuz. This strategic transaction will enable ADEO to strengthen its service offering while benefiting from Valiuz' technological and marketing expertise.***

ADEO is the European leader and the world's third largest player in the DIY market, with sales of €30.7 billion in 2023. Present in more than 20 countries with a network of 1,000 stores, ADEO offers a variety of solutions to meet the needs of a wide range of customers. With a strong presence in France, Spain, Italy and Poland, ADEO Retail Media stands out for its in-depth knowledge of 1P and 3P advertising environments in the DIY sector.

Valiuz, already renowned for its advanced profiling and marketing performance measurement solutions, is now integrating ADEO's retail media activities into its ecosystem. This merger will enable Valiuz to expand its offering into new verticals, particularly in the DIY sector, and to strengthen its presence in Europe, in key markets such as France, Spain and Poland.

The integration of ADEO Retail Media's ad network services will also enhance Valiuz's ad activation capabilities, with solutions such as

- Advanced audience profiling
- Off-site, on-site and in-store ad activation
- CRM and campaign measurement

This strategic alliance will enable advertisers to benefit from even more targeted and personalised campaigns, increasing the relevance and effectiveness of advertising activations in the European market.

Racine worked with a team comprising *Mélanie Coiraton (partner)*, *Alexia Ruleta (counsel)* and *Ornella Bianchi (associate)* on the M&A aspects, *Sarah Usunier (partner)* on the employment aspects and *Sophie Pasquesoone (partner)* and *Claire Burlin (associate)* on the distribution/commercial aspects.

### About Racine

*RACINE is an independent French law firm specializing in business law, with nearly 270 lawyers and legal experts in 7 offices: Paris, Bordeaux, Lyon, Marseille, Nantes, Strasbourg and Brussels. RACINE is characterized by its "full service" approach to business law, both advisory and litigation. RACINE's committed and pragmatic lawyers provide innovative solutions for day-to-day business, strategic projects and crisis management. They are committed to building solid, long-lasting partnerships with clients. RACINE works for companies in a wide range of industrial and service sectors, professional and inter-professional organizations, and public authorities. The firm has developed particular expertise in the luxury goods, media, real estate, agri-food and retail sectors. RACINE is a member of the international Multilaw network of lawyers, as well as OMNIA. The firm also maintains close relations with numerous foreign law firms..*

### Press contact :

Gabrielle Pelet

[gabrielle.pelet@vae-solis.com](mailto:gabrielle.pelet@vae-solis.com)

+33 6 29 94 59 87