

COMMUNIQUE DE PRESSE

Paris, Wednesday 20 March 2024

Bignon Lebray advises ODMedia in the acquisition of Pixagility

Bignon Lebray advised ODMedia, a digital media services company, in its acquisition of the French content services company, Pixagility.

ODMedia is a Dutch group specialising in digital media services with 10 sites spread across 10 countries across Europe and Africa.

The acquisition of Pixagility will enable ODMedia to establish its presence in France and Ivory Coast.

This transaction confirms ODMedia's commitment to becoming a leading European and African player in the digital video entertainment landscape.

Key Players in the Transaction

ODMEDIA

Lexence (Diederick De Boer)

BDO France (Alban Cabanis, Thomas Sarragot, Sacha Boksenbaum)

Bignon Lebray (Neil Robertson)

Pixagility

Villechenon (Morgan Hunault-Berret, Amélie MAINDRON)

HEBRAS AVOCATS (Eric Hebras, Géraldine Pénin)

Cofigex (Jean-Charles Norris, Agathe Leclerc)

Bignon Lebray's Involvement

Neil Robertson, Partner, and **Emmanuelle Bouton**, associate, in Bignon Lebray's Corporate Law, Mergers & Acquisitions department, assisted ODMedia in this transaction.

About ODMedia

ODMedia is a Dutch group offering services covering the entire lifecycle of video content, from creating digital cinema packages to technical delivery to OTT platforms and broadcasters. ODMedia collaborates with companies such as Apple and Netflix. The group, headquartered in Utrecht, Netherlands, maintains several offices across Europe and Africa.

About Pixagility

Founded in 2009, Pixagility specializes in delivering and facilitating the deployment of audiovisual content. Through rapid growth and unique expertise, Pixagility has developed a multiservice platform encompassing channel and video program capture and routing, video-on-demand (VOD) and replay distribution, graphic creation of promotional visual content and



program animation, as well as operational services for operating and broadcasting TV channels 24/7.

About Bignon Lebray

For the past 40 years, BIGNON LEBRAY has been one of the leading independent French business law firms, providing counsel and litigation support to economic players both nationally and internationally. The firm boasts over 100 lawyers and legal experts, including 35 partners, with diverse cultural and educational backgrounds, and professional experiences acquired both in France and abroad.

Bignon Lebray has offices in Paris, Lille, Lyon, and Aix-en-Provence.

BIGNON LEBRAY specialises in corporate law, mergers and acquisitions, private equity, banking law, finance and capital markets, tax law, labor law, real estate law, public law and environmental law, intellectual property law, new technologies, competition law and distribution law, contract law, insolvency law, sports law, transportation law, litigation and arbitration, as well as life sciences law.

BIGNON LEBRAY is the French member of the international network Meritas, which brings together nearly 180 law firms and 7,000 legal professionals across more than 94 countries.

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