



Press release

Olyn acquires Mozoo and strengthens its expertise in brand content

Paris, February 14, 2023 – Olyn, a leading player in omnichannel customer engagement, announces the acquisition of Mozoo, a digital creative agency based in Paris. This operation, the first of 2023 for Olyn, reinforces its expertise in digital creation and mobile activation. Mozoo joins Olyn's other companies since its launch in April 2022 : Hipto, Avent Media, Skaze and InfluenS Network.

A merger driven by shared values and vision

Mozoo was created in 2010 by Jules Minvielle and Mathieu Rostamkolaei. The agency, with its 45 talents, helps innovative companies to adapt creatively and effectively to the increasingly complex evolution of technologies, behaviors and uses.

Ambitious and driven by the same values – benevolence, performance, team spirit and integrity – the Mozoo and Olyn teams have jointly validated a roadmap to continue Mozoo's growth and strengthen its mastering of the value chain from content creation to distribution.

Mozoo will maintain its brand, corporate culture, management and market positioning, while benefiting from the Group's power and synergies.

Complete Olyn's service offering with inspiring, efficient and measurable solutions

Mozoo's entry into Olyn reinforces its ability to mobilize content creation expertise to offer brands end-to-end, measurable and impactful service offerings. The Group steps up its ability to develop incremental omnichannel sales: points of sale, e-commerce, telemarketing, etc.

After a successful 2022 for all Group companies, recording revenue growth of more than 35%, Olyn plans to continue its ambitious external growth path in the coming months, aimed at attracting dynamic companies that offer innovative services and solutions in the field of customer engagement. The Group confirms its ambition to exceed a turnover of €100 million by 2025.

Christophe Bessac, CEO of Olyn, explains: *“At Olyn, we are convinced that creativity, storytelling and brand content are essential levers to ensure customer engagement throughout the sales journey.*

The merger with Mozoo was obvious because we share the same values and the same vision with Jules and Mathieu, two talented entrepreneurs eager to be part of a collective dynamic and to benefit from Olyn's power and synergies.

It is a real strategic choice for the Group and we are very proud to welcome the Mozoo teams thanks to which Olyn now has more than 180 employees.”

Jules Minvielle, Co-CEO of Mozoo, added: *“We are delighted to join this adventure! With Olyn, we will accelerate our growth while maintaining our uniqueness as a creative agency recognized for 12 years for the quality, originality, impact and effectiveness of our creations.”*

About Mozoo

Mozoo is a digital creative agency based in Paris, founded in 2010, that helps innovative companies adapt to the increasingly complex evolution of technologies, behaviors and uses. Its 45 employees are committed on a daily basis to create and disseminate memorable brand stories that meet the challenges of our time. Its "social first" approach feeds its expertise and offers on digital: brand content, social media, video production, TikTok, Web3, social ads and display media. The agency operates through 4 integrated poles (strategy, creation, production, media) and a motto that guides it on a daily basis: Creating at the speed of change.

Mozoo has already supported +500 French and international brands and has just been elected for the 3rd consecutive time Great Place To Work.

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About Olyn

With a turnover of nearly €50 million with more than 400 customers across 5 countries, Olyn has a strong ambition for external growth and organic development in France and abroad, relying on the expertise of more than 180 employees.

Created in 2022, with the support of the investment company Gimv, Olyn is executing its strategy in 2023 by attracting new companies carefully selected for their high potential and for the complementarity of their offers and expertise, particularly on new acquisition channels or new levers to improve the conversion rate of personalized marketing operations.

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