



Tikehau Capital supports Bridgepoint in the acquisition of SAMY Alliance with a €150 million financing package

- SAMY Alliance is a global social-first digital marketing group which combines proprietary software and advanced analytics tools to empower brands in the social and influencer media space.
- Tikehau Capital will support Bridgepoint, demonstrating its commitment to consolidate its positioning as the lender of reference in the Iberian market.
- Bridgepoint has reached an agreement to increase its shareholding stake in SAMY Alliance to become the main shareholder, with previous owners such as Aurica and Inveready leaving the capital of the company.

Tikehau Capital, the global alternative asset management group, has supported Bridgepoint, a leading quoted private asset growth investor, in the acquisition financing of a majority stake in SAMY Alliance (“SAMY”).

Founded in 2012, SAMY is a global social media agency helping top brands such as Microsoft, Bimbo and L’Oréal enhance their online presence. With proprietary technology, it offers real-time social media and influencer marketing analytics. Operating in over 50 countries with more than 600 employees across 15 offices, SAMY closed the last financial year with over €100m revenue and c. €20m in EBITDA.

Tikehau Capital has arranged and secured a €150 million financing package to support Bridgepoint in increasing its stake in SAMY Alliance and accelerating its next phase of growth. This transaction underscores Tikehau Capital’s ability to provide flexible and tailor-made financing solutions, as well as its commitment to investing alongside Bridgepoint. It also reaffirms Tikehau Capital’s strong presence in the Iberian market, with over €800 million invested in private debt transactions and €400 million in exits across 10 deals.

Bridgepoint initially invested in SAMY in 2023 through a capital increase with a minority stake and has since played a key role in driving the company’s inorganic growth strategy, facilitating its expansion into Finland, the U.S. and Colombia. This latest transaction enables the exit of financial partners such as Aurica and Inveready, while the management team and founders partially reinvest to support SAMY’s continued expansion and reinforce its position in key markets across Europe, Mexico and the United States.



Cécile Mayer-Lévi, Co-Head of Credit and Head of Private Debt at Tikehau Capital, said: *“We are delighted to partner with Bridgepoint and support SAMY in this significant milestone, enabling the company to further strengthen its position as a leading specialist in social media. This investment reaffirms our commitment to solidifying our role as the lender of reference in Iberia.”*



Sergio Muelas, Head of Private Debt Iberia at Tikehau Capital said: *“This financing highlights the strength of our distinctive approach, leveraging our local expertise and deep market knowledge to navigate complex transactions swiftly and efficiently. It enables us to deliver tailored solutions to both international and domestic sponsors, as well as family-owned businesses.”*



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ABOUT TIKEHAU CAPITAL

Tikehau Capital is a global alternative asset management Group with €47.1 billion of assets under management (as of 30 September 2024). Tikehau Capital has developed a wide range of expertise across four asset classes (credit, real assets, private equity and capital markets strategies) as well as multi-asset and special opportunities strategies. Tikehau Capital is a founder-led team with a differentiated business model, a strong balance sheet, proprietary global deal flow and a track record of backing high quality companies and executives. Deeply rooted in the real economy, Tikehau Capital provides bespoke and innovative alternative financing solutions to companies it invests in and seeks to create long-term value for its investors, while generating positive impacts on society. Leveraging its strong equity base (€3.1 billion of shareholders' equity as of 30 June 2024), the Group invests its own capital alongside its investor-clients within each of its strategies. Controlled by its managers alongside leading institutional partners, Tikehau Capital is guided by a strong entrepreneurial spirit and DNA, shared by its 767 employees (as of 30 September 2024) across its 17 offices in Europe, the Middle East, Asia and North America. Tikehau Capital is listed in compartment A of the regulated Euronext Paris market (ISIN code: FR0013230612; Ticker: TKO.FP). For more information, please visit: www.tikehaucapital.com.

Since opening its Madrid office in 2017, Tikehau Capital has played a pivotal role in shaping the investment landscape across Iberia. Under the leadership of David Martín and Christian Rouquerol, co-heads of Tikehau Capital in Iberia, the Group's Iberian operations have expanded to include 18 professionals (as of February 2025). The team focuses on sustainable, long-term investments in strategic sectors such as private equity, private debt and real estate, along with a dedicated local fundraising team.



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