

**SINGULIER** x **AMALA**  
THE NEW GUARD OF STRATEGY FIRM. PARTNERS

# Value & Transformation Breakfast Series

# BVT#1 VINCENT KLINGBEIL – CEO & CO-FOUNDER OF EUROPEAN DIGITAL GROUP



## An interview facilitated by Marion Moreau

Expert in the digital economy and the startup ecosystem for 20 years and she is also a journalist for BFM Business, France 5 or Les Echos.

## EDG, The Free Electron of Montefiore Investment and Future Unicorn

24 March 2022

*« Unlike unicorns, service companies can master both hypergrowth and hyperprofitability. So I'm a big advocate of service companies. »*

*« Clients also like the fact that we're not generalists, we're super-specialists and we're also very good at working together. »*

## BVT#2 STÉPHANE CARVILLE & SIMON VIVIEN – CEO & COO OF ASMODOEE



### **An interview facilitated by Marion Moreau**

Expert in the digital economy and the startup ecosystem for 20 years and she is also a journalist for BFM Business, France 5 or Les Echos.

### **The spectacular transformation of Asmodee in the highly competitive entertainment market**

*7 July 2022*

*« When we realized that our core asset was the IP, we decided to enter the world of entertainment. Our mission was not only to sell games, but to get closer to our customers through various experiences built on the franchises that they love. »*

*« The new challenge for Asmodée is to stay a strong B2B player while better knowing our end-users to develop direct relationship with them. »*

## BVT#3 SÉBASTIEN DE LAFOND – CO-FOUNDER OF MEILLEURS AGENTS



### **An interview facilitated by Charlotte Kan**

With over 20 years of experience as a journalist, Charlotte Kan has notably worked for Bloomberg TV, Thomson Reuters, Standard & Poor's, Euronews, M6, and RTL.

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**The co-founder of Meilleurs Agents, a disruptor in real estate, shared his vision of Prop Tech and his values to reconcile productivity and humanity**

*20 October 2022*

*« If we look at the top ten or fifteen global capitalisations, the vast majority are platforms. How do they achieve their success? It's based on trust. One of the ways to build trust is to build transparency, especially in an opaque market like real estate. »*

## BVT#4 THIERRY CHICHE – CEO OF ELSAN



### **An interview facilitated by Charlotte Kan**

With over 20 years of experience as a journalist, Charlotte Kan has notably worked for Bloomberg TV, Thomson Reuters, Standard & Poor's, Euronews, M6, and RTL.

### **ELSAN, a transformation linked to the new digital challenges in the healthcare sector**

*16 March 2023*

*« There is no such thing as low-cost health. We expect the right thing to be done at the right time, each of us for our own health, for that of our loved ones. And this is really the culture of the sector. We have a culture of operational excellence and expectations of excellence in the profession. »*

## BVT#5 ALEXANDRE FRETTI – CO-CEO OF MALT



### **An interview facilitated by Charlotte Kan**

With over 20 years of experience as a journalist, Charlotte Kan has notably worked for Bloomberg TV, Thomson Reuters, Standard & Poor's, Euronews, M6, and RTL.

### **Malt, a marketplace with growing influence contributing to the post-COVID transformation of the labor market**

*20 April 2023*

*« The culture of Malt today, what brings us all together, is the way we have recruited the top #management: terribly humble and terribly ambitious people, but also people we recruit well in advance of our needs. Often, we have to recruit people who will be useful in two years time. »*

## BVT#6 ERIC LEDROUX – CEO OF INTERFLORA



### **An interview facilitated by Charlotte Kan**

With over 20 years of experience as a journalist, Charlotte Kan has notably worked for Bloomberg TV, Thomson Reuters, Standard & Poor's, Euronews, M6, and RTL.

### **Interflora, Service-izing local retail**

*25 May 2023*

*« We had to invest and organize ourselves to excel in the digital business, as the commercial battle shifted to the web. The role of the florist underwent a radical transformation. »*

*« Previously, the florist was seen as the primary location for transactions. Today, 85% of our sales are conducted online, while 15% take place in physical stores. »*

## BVT#7 NICOLAS POTIER – CEO OF BRUNEAU



### **An interview facilitated by Yves de Kerdrel**

Yves de Kerdrel is the Editorial Director of the WanSquare Group, a subsidiary of the Les Echos - Le Parisien Group, and an online financial information media available by subscription.

### **Bruneau, a company that has doubled its digital transformation through a European consolidation**

6 July 2023

*« Between 90% and 95% of orders are placed online. When I arrived in 2010, it was between 35% and 40%. »*

*« We've developed our online presence significantly by investing a lot of money over the last 10-15 years, not only in work on the website, but above all in work on the underlying information system, i.e. the entire ERP, which was largely developed in-house. »*



# THEY WERE THERE...

Franck Abadia – Operating Partner  
Yann Bak – Partner  
Guillaume Basquin – Partner  
Martin Bellé – Investment Director  
Mathieu Blanc – Partner  
Thomas Breuvar – Investment Director  
Bruno Candelier – Partner  
Jonathan Coll – Investment Director  
Matthieu Cornu – Investment Director  
Camille Coutelet – Investment Director  
Pierre Decré – Partner  
Stefano Drago – Partner  
Patrick Eisenchteter – Partner  
David Feiner – Partner  
Nicolas Fleischmann – Investment Director  
Gabriel Fossorier – Investment Director  
André François-Poncet – Partner  
Antoine Froger – Partner  
Alexia Germond – Investment Director  
Thomas Grob – Partner  
Jérôme Guez – Partner  
Guillaume Lefebvre – Partner  
Aymeric Marraud des Grottes – Partner  
Philippe Mordo – Partner  
Julien Psaute – Investment Director  
Nicolas du Périer – Investment Director  
Nicolas Robin – Investment Director  
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