

**Chammas & Marcheteau advises the sellers
on the sale of Cohort to Brevo (Software/Marketing)**

Chammas & Marcheteau advised the sellers – Cohort’s founders and investors Iris, Axeleo, Kima Ventures, and Hexa – on the sale of Cohort to Brevo, a French SaaS provider of customer relationship management (CRM) software and a specialist in marketing automation.

Founded in 2021, Cohort develops innovative personalized loyalty solutions for brands, turning digital interactions (such as online challenges and user-generated content on TikTok, Instagram, or YouTube) into customer loyalty drivers.

Through this transaction, Cohort’s features will be integrated into Brevo’s CRM platform, enabling the company to strengthen its growth in France and accelerate its expansion across Europe and the United States.

The **Chammas & Marcheteau** team consisted of **Denis Marcheteau** (partner), **Arys Serdjanian** and **Jérémie Lolmède** (associates).

About Chammas & Marcheteau

Chammas & Marcheteau is a Paris-based independent law firm that advises companies, investment funds and entrepreneurs on their transactions and development strategies in France and abroad. With more than 60 specialists in business law, including 16 partners, the Firm offers its clients expertise in Private Equity, Mergers & Acquisitions, Funds and Financial Services, Corporate, Restructuring and Turnaround, Tax, Intellectual Property and Information Technology, Employment Law, Real Estate and Business Litigation.