



amalthea + ekno

Q **AMALTHEA, a BtoB and corporate media relations agency working with key players in the major transitions, gains new momentum in its 20th anniversary year by joining EKNO, thus extending its value chain to cover the full range of corporate communications expertise.**

K **By welcoming the AMALTHEA team, EKNO, a leading corporate communications agency in the AuRA region, is strengthening its PR and influence expertise, while establishing a presence in Paris.**

Leveraging its business and sectorial complementary, the new entity enriches its value chain with an extended media relations offering, to meet the challenges of identity, influence and engagement of its clients, in France and internationally, in sectors such as health and life sciences, energy, environment, industry, local authorities and institutions, digital, insurance, tourism, higher education and housing.

Following this merger, EKNO will count 50 employees, including 18 Consulting Directors, around 100 public and private sector accounts in the Auvergne Rhône-Alpes and Ile-de-France regions, and will generate gross margins of more than 5 million euros by 2024.

JULIE BARBARAS, FOUNDER AND CEO OF AMALTHEA: *"As long-standing partners with EKNO, we're delighted with this merger, which makes perfect sense in terms of shared human values and strong sectoral and business complementarities. At a time when the PR profession is at the heart of the new challenges of influence and reputation, this merger, in the year of our 20th anniversary, launches us into a new adventure and new ambitions, while remaining in line with our purpose: a committed and responsible company project which mission is to raise the profile of the players who invent and build the world of tomorrow."*

JEAN-MARC ATLAN, FOUNDER AND CHAIRMAN OF EKNO: *"We are particularly pleased with this merger with AMALTHEA, which marks a new stage in EKNO's development following the integration of the Théra Conseil agency a few months ago. With a shared culture in consulting, BtoB and corporate, this project with AMALTHEA consolidates EKNO as a reference corporate agency, supporting its executive clients in all their identity, engagement and influence issues".*

As part of the merger between AMALTHEA and EKNO:

- Julie Barbaras becomes Deputy Managing Director in charge of CSR communication, to consolidate and develop the agency's initiatives and expertise in this fast-growing field;
- Floriane Gouache, until now AMALTHEA's Consulting Director and Associate, is taking over the management and direction of a joint PR team of 10 people, 5 in Lyon and 5 in Paris.

Julie BARBARAS and Floriane GOUACHE join EKNO's current team of partners, alongside Jean-Marc ATLAN, Institut Mérieux and 5 key managers.

A full range of expertise covering the entire corporate communications value chain

- Strategic advice to executives
- Corporate & BtoB communications
- Internal, managerial and employer brand communications
- Public communications & territorial marketing
- Financial communications
- Opinion, sensitive and crisis communication
- Brand identity and strategy
- Media relations & social networks
- Public relations
- Public affairs & institutional relations
- Editorial content
- Events

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About EKNO / www.ekno.fr

For more than 10 years, EKNO, a corporate communications agency, has been supporting corporate and institutional executives at the crossroads of their identity, strategy, management and communications challenges.

Today, the agency employs 40 people specializing in corporate stakes, and serves more than 60 customers in sectors such as health and life sciences, energy and the environment, local authorities and institutions, insurance, finance, law and consulting, food, industry and tourism.

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About AMALTHEA / www.amalthea.fr

AMALTHEA is a public relations consultancy specializing in BtoB activities and innovation. Since its creation in 2004, AMALTHEA has asserted its position as a committed agency.

- Committed to meaningful sectors: environment, cleantech, energy, digital, industry, healthcare, higher education, housing...
- Committed to its customers, in a relationship that combines high standards and proximity;
- Committed to its profession as a member of the board of directors of the SCRIP (Syndicat des Agences Conseils en Relations Publiques);
- Committed on a daily basis to a human and responsible corporate project.

With offices in Lyon and Paris and a team of 10 people, AMALTHEA has supported over 150 organizations in their brand awareness strategy since its creation: start-ups, SMEs, key accounts, public organizations, associations and trade shows.

