LAGARDÈRE & HEARST
FINANCIAL DEAL ON PAPER

A STRONG INTERNATIONAL COORDINATION CAPACITY HELPS TO MAKE THE DEAL

CONTEXT
Hearts Corporation is the American giant that publishes Cosmopolitan, Esquire and Good Housekeeping. On January 31 2011 Hearts confirmed the acquisition of more than 100 magazines from the French leading publisher Lagardère. This deal would make Hearts the second-largest domestic magazine company and greatly expand its international footprint.

CHALLENGES
Hearst has to cope with the complicated task of assuming Lagardère’s multi-site operations, which span 15 countries and involve various collective bargaining agreements.

SOLUTIONS
As the sales process was centralised in Paris, Lagardère and Hearst wanted Mazars’ services to be overseen by a Paris-based structuring team, to facilitate direct contact with the managers of the deal process. Mazars’ experts in Financial Advisory Services, in close relationship with the signatory partner for Lagardère, set an international team to assist Lagardère in the preparation of the sale and to help both parties in the post-closing price adjustment, in the framework of vendor due diligence.

IMPACT
The success of the deal, our strong coordination capacity and the quality of our international system led Hearst to request Mazars’ services for a further assignment.

COMANIES > Lagardère and Hearst Corporation
COUNTRIES > France and North America, together with UK, Italy, Spain and Czech Republic
SECTOR > Media
ASSIGNMENT > Prepare the sale of Lagardère’s international magazines activity to the US major media player, and help both parties in the post-closing price adjustment, in the framework of vendor due diligence
OFFERING > Financial Advisory Services
AUDIENCE > Top Management, Finance
TEAM > The FAS leadership team in Paris together with the signatory partner for Lagardère and Mazars local teams in Europe and US.

Detailed information available on www.mazars.com