

Press Release – December 2025



NORMANDY TRANSFERTS, a specialist in corporate relocations and complex transfers, joins the DMAX Group

CORPORATE RELOCATION, STORAGE AND FURNITURE ASSET ENHANCEMENT



participation of
InnovaFonds

acquired 100% of the capital of



- SOCIETEX – Adviso Group, exclusive advisor to the transaction, announces the transfer of NORMANDY TRANSFERTS, a specialist in corporate relocations and complex transfers, to the DMAX Group, a leading player in premium moving services and related logistics.
- Founded in 2007, NORMANDY TRANSFERTS has developed recognized expertise in the relocation of office, industrial, and logistics sites, combining operational know-how, high quality standards, and the ability to manage sensitive or highly constrained projects.
- The company operates from strategic locations in Île-de-France and Normandy—notably Angerville-la-Campagne, Douains, and Évreux—benefiting from excellent accessibility along the Paris–Deauville corridor.
- Over the years, NORMANDY TRANSFERTS has built a loyal base of demanding corporate clients and key accounts, thanks to a tailored approach, a strong service culture, and full command of professional moving services, specialized handling, storage, and furniture refurbishment,
- Founded in 2006, the DMAX Group is a leading national player in premium moving, corporate relocations, storage, logistics, and furniture installation. With a presence across the country through 23 branches in 10 regions, DMAX is expected to generate nearly €50 million in revenue in 2025 and employs more than 400 people.

- This acquisition is part of the DMAX Group’s growth strategy, aimed at strengthening its regional footprint and its ability to handle highly complex operations.
- DMAX offers an integrated service covering the entire value chain and is involved in complex projects such as headquarters relocations, industrial site transfers, IT rooms and laboratories, heavy and out-of-gauge handling, sensitive transfers (valuables, works of art), as well as storage and furniture warehousing. The Group is also triple-certified ISO 9001, ISO 14001, and ISO 45001, reflecting its strong commitment to quality, environmental management, and safety.

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Our advisory mission

- SOCIETEX – Adviso Group was exclusively mandated by the shareholders of NORMANDY TRANSFERTS to identify strategic partners willing to support the company's next phase of development.
- As part of the competitive process led by SOCIETEX – Adviso Group, the DMAX Group emerged as the strategic partner best positioned to support the continued growth of Normandy Transferts.

Client testimonial

- "I was supported by SOCIETEX – Adviso Group throughout the sale of Normandy Transferts, and I would like to highlight the quality of their work. Their team demonstrated a strong understanding of the specific nature of our business and the challenges related to our development, while conducting the process with rigor and efficiency. Thanks to their expertise and network, we were able to identify a strong partner in the DMAX Group, perfectly aligned with our ambitions.
- Their support was both professional, well-structured, and human, which proved decisive in the success of this transaction. I highly recommend SOCIETEX – Adviso Group to any executive seeking guidance in a strategic transfer operation." - **Thierry BLONDEL – Founder & President of NORMANDY TRANSFERTS**

Team SOCIETEX – Groupe Adviso



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Stakeholders

Sellers

- **NORMANDY TRANSFERTS** : Thierry BLONDEL
- **Advisors** :
 - M&A Advisor : SOCIETEX – Groupe Adviso (Elie ACHDDOU, Jean-Jacques VAURY)
 - Financial Due diligence : Grant Thornton (Caroline COMBET, Estelle ZUCCHINI)
 - Corporate Lawyer : WALTER GARANCE (Edouard BERTHELEMOT CARUEL de ST MARTIN, Karine PRASSEL)

Buyers

- **Groupe DMAX** : Jerome JAMAN, Julien JAMAN, Francois-Xavier DELATTRE
- **INNOVAFONDS** : Benjamin COLZART
- **Advisors** :
 - Corporate Lawyer : DELANNOY & KLIBANER AVOCATS (Thomas KLIBANER, Thomas DELANNOY)
 - Financial Due diligence : ARCHIIPEL (Jordan MEIMOUN, Josselin CHAMBON, Guillaume JEUNOT)