



G.A.C. Group announces the acquisition of STFU and strengthens its leadership in innovation consulting

G.A.C. Group, an international consulting firm specialising in innovation, performance and impact, announces the acquisition of STFU, a recognised player in the acceleration of innovative projects and organisational transformation

This strategic transaction marks a significant milestone in G.A.C. Group's growth trajectory and reflects its core mission: **to drive innovation and performance for businesses and territories, fostering responsible development and long-term sustainable growth.**

A common ambition: becoming a leading player in responsible innovation

Environmental, social and economic challenges are profoundly reshaping business models, in this context, G.A.C. Group reaffirms its ambition to become a trusted partner for businesses and territories in their transformation journeys and efforts to enhance attractiveness.

The integration of STFU strengthens this dynamic by significantly increasing the group's capacity to accelerate and support high-impact projects. It also enables the deployment of innovation programmes that combine operational efficiency, agility and sustainable value creation, while further reinforcing support for businesses on corporate responsibility and environmental, industrial and digital transition challenges.

An alliance serving growth and impact

G.A.C. Group and STFU share a common conviction: innovation is a key driver of competitiveness, transformation and alignment with environmental and societal challenges.

The integration of STFU's expertise, from strategy through to the execution of innovation roadmaps and their conversion into business value, enables G.A.C. Group to:

- strengthen its consulting offering across the entire innovation value chain, with complementary expertise in strategic support, innovation culture development and acceleration of go-to-market dynamics;
- complement its offering with business design and change management approaches;
- reinforce its expertise with SMEs, mid-sized companies, large corporations and public-sector stakeholders, leveraging the complementary approaches of both teams;
- accelerate its international development, particularly in Brazil, Germany, Romania and Morocco.

A human and cultural alignment that creates value

Beyond strategic complementarity, this acquisition is driven by a shared conviction: sustainable performance is built on team engagement and the ability to create strong collective dynamics.

G.A.C. Group and STFU bring together complementary cultures and ways of working, and this diversity represents a key strength of the combination. STFU's entrepreneurial, agile and action-oriented culture, recognised for its ability to accelerate projects, rapidly experiment and foster team engagement, complements G.A.C. Group's structured expertise, organisational robustness and capacity for large-scale deployment.

This dialogue between agility and structure is a powerful lever for mutual enrichment, benefiting both teams and clients.

STFU's leadership team will remain fully committed alongside their teams and will work in close synergy with G.A.C. Group's employees to build on their respective DNA, while fostering a collaborative environment based on the sharing of practices, knowledge transfer and continuous value creation.

The opportunities created by this combination will benefit all employees, through the development of new skills at the core of G.A.C. Group's expertise, expanded support opportunities in France and internationally, and integration into a corporate culture founded on trust, commitment and excellence.

This cooperation marks a new phase in G.A.C. Group's strategic acquisition plan, supported by leading partners GENEO Capital Entrepreneur and Bpifrance.

« *This acquisition is fully aligned with our vision of responsible, high-performing and sustainable innovation. The unique expertise of STFU's teams, their ability to accelerate innovative projects and engage stakeholders, as well as their entrepreneurial culture, perfectly complement our capabilities. Together, we will amplify our impact for the benefit of our clients and territories.*

Christophe Boytchev - Group Chairman - G.A.C. Group ➤



« *Joining G.A.C. Group does not change who we are, it amplifies our capacity for action. Together, we now have the means to go further in what we have always championed: value-creating, pragmatic innovation that serves both organisations and society. G.A.C. Group shares this vision and our entrepreneurial DNA, and we are delighted to embark on this new chapter alongside them to strengthen our positioning in innovation and cutting-edge technologies, and to open up new markets.*

David Baruchel, Mickaël Coenca, David Flak - Co-founders - STFU ➤





Transaction participants

G.A.C. Group (Management): Christophe BOYTCHEV et Christophe PLISSIER
STFU: David BARUCHEL, David FLAK et Mickaël COENCA

Advisors to G.A.C. Group

Financial advisors: GENEO Capital Entrepreneur - Marc DUPUY et Antoine RILEY
Bpifrance - Axel PIRIOU et Ludovic SOULABAILLE
Financial due diligence: Jean-Charles NORRIS, Nicolas COURTIN, Zakareya BENBIHI, BAKER TILLY
Legal due diligence: Mathieu MAROUN, Mikaël BRAINENBERG, cabinet QUEST AVOCATS
Legal advisors: Mathieu MAROUN, Mikaël BRAINENBERG, cabinet QUEST AVOCATS

Advisors to STFU

M&A advisors: Alexandre STEINER – ASTEA-Dev, Henri DE BOURROUSSE – ATEGA PARTNERS
Legal advisors: Jordan JABLONKA, Benjamin PREVOST, Marc-Antoine BÉNARD, cabinet MARIGNAN PARTNERS

About G.A.C. Group

Founded in 2002, G.A.C. Group is an international consulting firm specialising in sustainable innovation strategy, tax and energy performance, HR performance and support for territories. In 2025, the group reported revenue of €30 million, with 300 employees and offices in 6 countries. G.A.C. Group supports more than 2,000 clients in their transformation, funding, innovation and impact projects.

Press and Media Contact: sdasilva@group-gac.com - +33(0)1 73 00 11 01 - group-gac.com

About STFU

STFU is an innovation acceleration studio supporting large corporations, mid-sized companies and organisations in the design, experimentation and deployment of new products, services and processes. Its strategic design and innovation management methods are recognised for their effectiveness, pragmatism and strong focus on value creation and growth.

Press and Media Contact: startthefup.com