

## PRESS RELEASE

### **ADVANT Altana advised Air France on the sale of Smooss to the Canadian group Hopper**

PARIS, March 4, 2022 – Air France sold Smooss, a SaaS platform dedicated to the optimization of customer service for airlines and other operators in the travel industry, to the Canadian group Hopper.

ADVANT Altana advised Air France on the sale of Smooss to Hopper, which generates revenue of more than 2 bn dollars and thereby completes its 5th acquisition in just 12 months. Smooss is a start-up incubated by Air France, offering airlines and other operators in the travel industry an innovative technology for personalized services to their customers, improving their experience while generating an additional margin.

To assist Air France on this project, ADVANT Altana involved a multi-practice team combining mergers and acquisitions know-how with cutting-edge expertise in information technology legal issues, as well as a deep knowledge in the new technologies, transport, and tourism industries.

Air France was supported by ADVANT Altana on this transaction, with a team including Jean-Nicolas Soret, Géraldine Malfait and Léonie Bontoux in M&A, as well as Jean-Guy de Ruffray and Camille Raclet on IT matters.

For this operation, Hopper relied on Foley Hoag LLP, represented by Frédéric Cohen and Alexandre Plas.

**About ADVANT Altana:** ADVANT Altana is a multi-practice law firm founded in 2009. The team, composed of 80 lawyers and legal experts, including 21 partners, favours a cross-disciplinary approach to expertise and sectors. ADVANT Altana's teams assist French and foreign companies, as well as their managers, in dealing with high-stakes technical or strategic matters, particularly in the most regulated sectors: Life Sciences, Banking-Insurance, Construction, Renewable Energy, TMT (Technology-Media-Telecommunications). ADVANT Altana is a member of ADVANT, an international association of law firms in continental Europe comprising ADVANT Altana in France, ADVANT Beiten in Germany and ADVANT Nctm in Italy.

#### **Press contacts:**

**Juliette ROHMER**

Gantzer Agency

+ 33 7 60 21 20 34

[julietterohmer@gmail.com](mailto:julietterohmer@gmail.com)

**Dominique CHANTEUX-GILLET**

Advant Altana

+ 33 6 63 11 25 46

[dominique.chanteux-gillet@advant-altana.com](mailto:dominique.chanteux-gillet@advant-altana.com)