

## MEMORIST, PART OF THE MOBILITAS GROUP, STEPS UP ITS DEVELOPMENT STRATEGY TO EXPAND ITS RANGE OF SERVICES IN PORTUGAL

Paris, 30 July 2024 - The MOBILITAS Group, specialising in global mobility management, physical and digital records management solutions, digitisation, preservation and sharing of cultural and historical heritage, announces the acquisition of Graf\_IT, specialising in heritage digitisation in Portugal. This acquisition is in line with the group's worldwide growth strategy and confirms MEMORIST as the reference in heritage preservation, restoration, digitisation and sharing.

"The past collaboration between Graf\_IT and MEMORIST has proven that our skills and values are aligned. By joining forces in Portugal, we are able to meet the growing needs of our customers and seize new opportunities. This acquisition is a new step in our internationalisation strategy" stated Laurent Onaïnty, MEMORIST's Chief Executive Officer.

Founded in 2004 by Bruno Flores, Graf\_IT is a recognised expert in the digitisation and enhancement of heritage, mainly paper and video. This offering will be complemented by MEMORIST's expertise, particularly in restoration, 3D digitisation and cultural mediation for public and private institutions.

"We are delighted to work with MEMORIST's teams. This alliance offers us great prospects for development and will enable us to go even further in supporting our customers" comments Bruno Flores.

The stability of the existing team and the shared innovation between MEMORIST and Graf\_IT will guarantee a prosperous joint future, combining expertise and technology to meet customer requirements.

From the outset of this union, MEMORIST and Graf\_IT were entrusted with two major mandates, one in Lisbon for the Direção-Geral do Livro, dos Arquivos e das Bibliotecas (DGLAB), for which the experts digitised more than 5.2 million pages on five separate sites in 36 months, and another in Madeira for the Direção Regional do Arquivo e Biblioteca da Madeira (DRABM), for which the experts are restoring and digitising heritage collections on site with a team of ten people over 24 months.

### ABOUT MEMORIST

MEMORIST is the leading skills centre for heritage preservation, restoration, digitisation and sharing. Comprising five companies with a strong reputation in the French market, MEMORIST is part of a group established in over 100 countries. Its 300 experts work with museums, public and cultural institutions, private companies and NGOs in France and abroad, combining traditional techniques with innovative technologies to provide tailor-made solutions.

MEMORIST contact: Alexandra TROUBETZKOY [alexandra.tribubetzkoj@thememorist.com](mailto:alexandra.tribubetzkoj@thememorist.com) +33.6.01.01.59.83

