

EURAZEO COMPLETES INVESTMENT IN PARISIAN NICHE FRAGRANCE BRAND EX NIHILO

Paris, January 18, 2024

Eurazeo today announced it has completed a minority investment of about €25 million in EX NIHILO, a high-growth niche perfumery brand offering a differentiated approach to fragrance. Eurazeo invested in the company alongside co-founders Sylvie Loday, Olivier Royère and Benoît Verdier who become majority owners.

Founded in 2013 by 3 friends Sylvie Loday, Olivier Royère and Benoît Verdier, EX NIHILO, meaning “created out of nothing” in Latin, is an authentic French luxury brand bringing to the fore the pinnacle of know-how in perfumery. EX NIHILO offers a unique value proposition within the fragrance space as it seamlessly blends modernity, personalization, edgy artistic collaborations and luxury craftsmanship resulting in high-quality and exclusive fragrances.

Partnering with renowned master perfumers and using the finest ingredients to create and offer unique scents and products, EX NIHILO has earned global recognition for its iconic and widely successful “Fleur Narcotique” perfume. Driven by innovation, EX NIHILO leverages technology through its “Osmologue” machine – a high-precision fragrance blending system – to offer new-age personalization services to customers allowing them to customize existing fragrances. The House also offers collectible pieces and unique fragrances on demand.

EX NIHILO achieved around \$60 million retail sales successfully reaching a global customer base through its selective, premium and scalable multi-channel strategy across both retail and digital channels. Products are distributed internationally in prestige department stores such as Harrods, Bergdorf Goodman, Galeries Lafayette, and Saks Fifth Avenue, complemented by selective partnerships with specialty stores, niche perfumery shops and its network of seven flagship stores, each serving as hubs for discovery and experimentation with personalized services.

Leveraging its brand building and consumer expertise, Eurazeo will partner with EX NIHILO to support its ambitious growth plan across channels and geographies. Eurazeo will leverage its international network throughout Europe, Asia and the United States to support the brand’s global development. In addition, Eurazeo will contribute its operational expertise to enhance EX NIHILO's digital capabilities, sharpen the brand and its community, and strengthen the organization globally.

Laurent Droin, Managing Director of Eurazeo, Brands, stated:

« We have targeted the niche fragrance space given trends towards premiumization driven by consumer aspiration for uniqueness and experiences. EX NIHILO – through its high-quality products, brand authenticity and selective distribution – is ideally positioned to benefit from the current market momentum. We are delighted to partner with co-founders Sylvie Loday, Olivier Royère and Benoît Verdier and their team to support the international growth of the company. »

Sylvie Loday, Olivier Royère and Benoît Verdier, Co-founders of EX NIHILO, added:

« The partnership between EX NIHILO and Eurazeo is an organic relationship rooted in shared values and a mutual vision for the future. We recognize Eurazeo's unwavering commitment to fostering growth and innovation, aligning seamlessly with EX NIHILO's dedication to pushing the boundaries of luxury fragrance. We aim to elevate the industry to new heights, delivering unparalleled experiences to our discerning clientele. We are excited about the extraordinary milestones we will achieve together. »

ABOUT EX NIHILO

- EX NIHILO, meaning “created out of nothing” in Latin, is a France-based niche perfumery brand founded in 2013 by Sylvie Loday, Olivier Royère and Benoît Verdier. The House offers high-end fragrances developed in close partnership with the best master perfumers, using the highest quality standards and most qualitative materials and ingredients of haute perfumery. EX NIHILO delivers a premium experience to fragrance through unique personalization services and selective global distributions.
- For more information, visit ex-nihilo-paris.com and [@exnihiloparis](https://www.instagram.com/exnihiloparis) on social media.

ABOUT EURAZEO

- Eurazeo is a leading European investment group with €33.5bn in diversified assets under management, including €23bn on behalf of institutional and private clients through its private equity, private debt, real estate and infrastructure strategies. The Group supports more than 600 mid-market companies, leveraging the commitment of its 400 employees, its sector expertise, its privileged access to global markets via 12 offices in Europe, Asia and the United States, and its responsible approach to value creation based on growth. The company's institutional and family shareholding structure, and its solid financial structure, ensure its long-term viability.
- Eurazeo has offices in Paris, New York, London, Frankfurt, Berlin, Milan, Madrid, Luxembourg, Shanghai, Seoul, Singapore and Sao Paulo.
- Eurazeo is listed on Euronext Paris.
- ISIN : FR0-00121121 - Bloomberg- : RF FP - Reuters : EURA.PA.

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