

PRE RELEASE



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EURAZEO BRANDS COMPLETES INVESTMENT IN HERSCHEL SUPPLY CO.

Paris, December 5, 2019 - Eurazeo Brands announces the completion of its minority investment in Herschel Supply Co. ("Herschel"), a design-driven global lifestyle brand. Headquartered in Vancouver, Canada, Herschel is known for transforming the classic backpack and offering other timeless accessory products which are sold in over 90 countries. Eurazeo Brands, the division of Eurazeo focused on differentiated consumer brands with global growth potential, has invested \$60M in Herschel. Additional capital was provided by a consortium of investors including Alliance Consumer Growth, a leading consumer-focused growth equity firm, and HOOPP Capital Partners, the private capital arm of the Healthcare of Ontario Pension Plan.

Eurazeo Brands aims to invest a total of \$800 million in high potential North American and European consumer companies across a wide range of verticals including beauty, fashion, home, wellness, leisure and food. The transaction represents Eurazeo Brands' fifth investment in North America and first investment in a Canadian brand.

About Eurazeo

Eurazeo is a leading global investment company, with a diversified portfolio of €18 billion in assets under management, including nearly €11.9 billion from third parties, invested in nearly 400 companies. With its considerable private equity, real estate, private debt and fund of funds expertise, Eurazeo accompanies companies of all sizes, supporting their development through the commitment of its 235 professionals and by offering deep sector expertise, a gateway to global markets, and a responsible and stable foothold for transformational growth. Its solid institutional and family shareholder base, robust financial structure free of structural debt, and flexible investment horizon enable Eurazeo to support its companies over the long term.

Eurazeo has offices in Paris, New York, Sao Paulo, Seoul, Shanghai, London, Luxembourg, Frankfurt and Madrid.

Eurazeo is listed on Euronext Paris.

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About Herschel Supply Co.

Headquartered in Vancouver, Canada, Herschel Supply Co. is a design-driven global lifestyle brand that produces timeless products with utility design. Founded in 2009 by brothers Jamie, Lyndon and Jason Cormack, Herschel's product range has expanded from backpacks to include luggage, headwear, accessories, apparel and more. Today, Herschel products are sold in over 90 countries with over 9,000 points of distribution worldwide and the support of over 250 employees across offices in Vancouver, New York, Los Angeles, Shanghai, Hong Kong, Ghent and London.

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