

PRESS RELEASE



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EURAZEOPR BRANDS COMPLETES INVESTMENT IN Q MIXERS *PARTNERSHIP WILL FUEL Q MIXERS' CONTINUED GROWTH*

Paris, April 4th, 2019 – Eurazeo, a leading global investment firm with approximately €17 billion in assets under management, is pleased to announce it has completed an investment in Q Mixers, a premium carbonated mixer brand based in New York. This marks Eurazeo Brands' fourth investment since May 2017, and its first investment within food and beverage. In partnership with founders Jordan Silbert and Ben Karlin, Eurazeo Brands has invested \$40 million in Q Mixers, joining existing investors including First Beverage Ventures.

Born in a Brooklyn kitchen in 2007, Q Mixers elevates the cocktail with mixers crafted to a high standard of quality and sophistication. Q mixers pair the best ingredients with high carbonation to deliver a truly spectacular drinking experience together with spirits or non-alcoholic alternatives. Today, Q Mixers is the fastest-growing premium mixer brand in the United States, and the number one mixer brand among top bartenders. Q Mixers come in a variety of innovative and classic flavors all made without artificial sweeteners and are proudly served in thousands of the country's leading restaurants, bars, and hotels. Consumers can purchase Q mixers directly at grocery retailers nationwide.

Jordan Silbert, CEO and Founder of Q Mixers stated, “*Over the past 12 years we have built an incredible community that shares a fundamental vision: your mixer should be as great as your spirit. Together with Eurazeo Brands we will build this company into the mixer brand of choice.*”

“The US premium mixer market has reached an inflection point,” said Ben Karlin, President and Co-Founder of Q Mixers. “Our growth is rapid and accelerating – but we are in the early stages of disrupting a category long dominated by brands that don’t resonate with today’s discerning drinkers. Premium penetration in mixers substantially lags spirits, and we expect high growth in the years ahead. We look forward to working with Eurazeo Brands and tapping into their expertise to scale our business and establish category leadership globally.”

Eurazeo Brands will provide Q Mixers with proven brand building, operating, and category expertise. The investment proceeds will be used to accelerate Q's marketing activities, including the continued development of a strong consumer and influencer community, and to support Q's rapid expansion within both the grocery and on-premise channels.

As part of Eurazeo Brands' investment in Q Mixers, Jim Goldman, senior advisor to Eurazeo and a seasoned food and beverage executive with 30 plus years of experience building and leading brands, and George Birman, a member of the Eurazeo Brands investment team, will join Q Mixers' Board of Directors.

Jill Granoff, CEO of Eurazeo Brands, said, “*Q has established itself early on as a differentiated and exciting brand led by passionate and entrepreneurial founders and highly experienced sales leadership. Given the tremendous growth opportunity within this category, we are excited to be partnering with Q and to be making the first of multiple food and beverage investments at Eurazeo Brands.*”

Eurazeo Brands aims to invest a total of \$800 million in high potential U.S. and European consumer companies with differentiated brands across a wide range of verticals including beauty, fashion, home, wellness, leisure and food.

About Q Mixers

Q makes the world's best carbonated mixers – spectacular beverages crafted with authentic ingredients, more carbonation and much less sugar to perfectly complement the world's finest spirits and non-alcoholic alternatives. Our tonic water, ginger beer and other flavors are proudly carried by thousands of America's best restaurants, bars and retailers including Whole Foods, Safeway, Kroger, Total Wine and Amazon. For more information please visit [Qmixers.com](#). Follow on social media: @Qmixers, #HIGHBALLR.

About Eurazeo

Eurazeo is a leading global investment company, with a diversified portfolio of €17 billion in assets under management, including nearly €11 billion from third parties, invested in over 300 companies. With its considerable private equity, venture capital, 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, Buenos Aires, Shanghai, London, Luxembourg, Frankfurt and Madrid.
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