

## EURAZEO COMPLETES ITS INVESTMENT IN ULTRA PREMIUM DIRECT

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**Eurazeo has completed its majority investment in Ultra Premium Direct, alongside co-founders Sophie and Matthieu Wincker and Eutopia, existing minority shareholder via Otium Consumer, which would reinvest in the transaction via its new fund.**

As a leading player in the French premium pet food market, Ultra Premium Direct aims at democratizing premium pet food, distributing its products directly through its own website and subscription service, at an attractive price point. Focused on improving pet health and well-being Ultra Premium Direct develops high protein products in collaboration with veterinarian nutritionists in its owned industrial and R&D plant in Agen, South of France.

Eurazeo will invest 68 million euros to hold a majority stake in the company. It will represent Eurazeo's Brands team second investment in Europe after the acquisition of Swedish brand Axel Arigato in November 2020.

### ABOUT EURAZEO

- Eurazeo is a leading global investment group, with a diversified portfolio of €21.8 billion in Assets Under Management, including €15.0 billion from third parties, invested in 450 companies. With its considerable private equity, private debt and real assets expertise, Eurazeo accompanies companies of all sizes, supporting their development through the commitment of its nearly 300 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, Singapore, London, Luxembourg, Frankfurt, Berlin and Madrid.
- Eurazeo is listed on Euronext Paris.

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## EURAZEO CONTACTS

### **Virginie Christnacht**

HEAD OF COMMUNICATIONS

[vchristnacht@eurazeo.com](mailto:vchristnacht@eurazeo.com)

+33 (0)1 44 15 76 44

### **Pierre Bernardin**

HEAD OF INVESTOR RELATIONS

[pbernardin@eurazeo.com](mailto:pbernardin@eurazeo.com)

+33 (0)1 44 15 16 76

## PRESS CONTACT

### **DAVID STURKEN**

MAITLAND/AMO

[dsturken@maitland.co.uk](mailto:dsturken@maitland.co.uk)

+44 (0)7990 595 913