

PRESS RELEASE



EURAZEO SIGNS AN EXCLUSIVITY AGREEMENT WITH A VIEW TO INVESTING IN AROMA-ZONE

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Eurazeo has signed an exclusivity agreement with a view to investing in Aroma-Zone, a pioneering French company making and distributing aromatherapy, natural DIY (Do-it-yourself) beauty and wellness products through a direct-to-customer online model.

Under the agreement, Eurazeo and its partners would invest around €410 million, becoming Aroma-Zone's main shareholder alongside the founding Vausselin family, who would retain a significant stake in the company. The final terms of the deal would be announced on completion.

Aroma-Zone was set up in 1999 as a website providing information about essential oils, and has now turned into a leading online retailer that stands out by:

- making and distributing a wide range of natural DIY products and ingredients, with full transparency regarding the origin of their raw materials and their composition, and providing a large amount of information and educational content;
- offering the best quality at a fair price, based on end-to-end management of the supply chain: upstream through a network of almost 300 partners producing the raw materials, and downstream through direct sales to customers online;
- developing a loyal community of customers who recommend its products and play an active role in building the brand;
- adopting responsible and ethical business practices and a commitment to minimizing its environmental impact.

Aroma-Zone is based in Cabrières d'Avignon in Provence, employs more than 350 people and sells its products mainly online but also through a network of seven stores across France. The company is continuously innovating, inspired by constant interaction with its loyal community of customers. It has developed a unique offering of more than 1,900 products and 3,000 recipes, and currently addresses more than 2 million users per year.

Eurazeo would support Aroma-Zone with its growth strategy, providing access to its international network and expertise in the consumer goods and digital sectors. Eurazeo would help Aroma-Zone improve its online platform in France and develop it internationally, while continuing to open new stores.

About Eurazeo

- Eurazeo is a leading global investment group, with a diversified portfolio of €21.8 billion in assets under management, including €15 billion from third parties, invested in over 430 companies. With its considerable private equity, real estate and private debt expertise, Eurazeo accompanies companies of all sizes, supporting their development through the commitment of its nearly 300 professionals and offering in-depth 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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