



PRESS RELEASE

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The 2RH Group, French market leader in motorcycle and outdoor gear, has become better equipped to accelerate development with Eurazeo PME's acquisition of a capital stake

2RH (holding group for the brands SHARK, Bering, Bagster, Segura and Cairn) has recently confirmed opening its capital to the equity firm Eurazeo PME, holding the mantle of majority shareholder. Eurazeo joins with NAXICAP Capital and now sits on the management team.

This operation will serve 2R Holding's plans to speed its growth trajectory through a bolstered leadership position in both France and Europe, thanks in particular to external growth moves.

Erwann LE LIGNE, Associate Director - Member of the Eurazeo PME Board of Directors:

"We were greatly impressed by the management team as well as by the quality of growth shown by a group with such solid fundamentals. Eurazeo PME would like to support the 2RH Group in its quest to double in size within 5 years, notably through boosting innovation but also through accelerating its international development profile, with external growth strategies leading the way."

Patrick FRANCOIS, Chairman of the 2RH Group: "We're really pleased about the prospect of being accompanied by Eurazeo PME, as a long-term shareholder, in efforts to speed our development. The input of a professional investor, like Eurazeo PME, enables us to calmly entertain new external growth opportunities at the European and even global scale, along with Naxicap remaining by our side, and we praise them for their renewed confidence."

Angèle FAUGIER, Member of the Executive Board - Naxicap Partners: "We wanted to continue the adventure as the day-to-day operational demands, the medium-term ambition of top Group management and the opportunities available gave us every reason to believe that this growth plan would succeed. European expansion through such an add-on is within our grasp, and Eurazeo PME provides us with an additional opening into the American market."

About EURAZEO PME:

Eurazeo PME is an investment firm subsidiary of Eurazeo, dedicated to majority investments in small and medium-sized French companies worth less than €200 million. As a long-term professional shareholder, Eurazeo backs up its capital participations with a full range of financial, human and organizational resources to ensure a durable transformation and assist the companies in its portfolio in pursuing a sustainable, hence responsible, form of growth. This commitment is formalized and instituted through a CSR (Corporate Social Responsibility) policy. In 2017, Eurazeo PME generated a consolidated revenue of €1.1 billion and accompanied the development of companies solidly positioned in their respective market sectors and led by well-experienced management teams.

About NAXICAP Partners:

One of France's leading private equity companies, NAXICAP Partners totals 3,2 billion euros of capital under management.

A committed and responsible investor, NAXICAP Partners builds solid and constructive partnerships with entrepreneurs for the success of their projects. The company has 40 investment professionals and 4 offices in France: Paris, Lyon, Toulouse and Nantes.

For more information visit: www.naxicap.fr

About the 2R Holding Group:

The French 2R Holding Group is specialized in equipping "Riders" (that's with a capital "R") in all types of markets. The Group's development is anchored in a strong capacity to innovate, leading to enhanced performance, new features and improved safety.

Buoyed by its "Motorcycle" division, showcasing 4 complementary, high-profile brands (namely SHARK, Bering, Bagster and Segura), the Group has become a global market leader in the full range of accessories for motorcyclists (helmets, leather goods, clothing, luggage, saddlery, etc.). Since its integration in 2016 within the Group carrying the Cairn accessories brand (ski and bike helmets, etc.), 2RH has expanded its product portfolios and clearly demonstrated a desire to develop beyond the motorcycle segment.