

Sycomore Corporate Finance advises Nocibé and its management

February 17th 2014.

We are pleased to announce that on February 17th 2014 Douglas Group shareholders, Advent International and founding family Kreke, have signed the acquisition of French perfumery chain Nocibé, from Pan-European private equity firm Charterhouse Capital Partners.

Headquartered in Villeneuve d'Ascq and founded in 1984, Nocibé is a French leading selective beauty and personal care retailer. The Company operates an extensive network of 455 stores in France and distributes a broad range of fragrances and cosmetics products (make-up and skincare). Nocibé is recognized as the fast growing third player in the selective retail market with a unique positioning based on proximity, services and attention to customers. In 2012, the Company generated ca. 470 million euros of revenues and counted ca. 3,000 employees.

The acquisition of Nocibé by Douglas Group will create the largest perfumery chain in France, with 625 stores and ca. 4,000 employees. Together, Douglas Group and Nocibé will achieve a number two position in terms of turnover and further develop their position as a leading perfumery chain in Europe.

Proposed transaction is subject to further customary approvals, such as antitrust clearance.

In the context of the transaction, Sycomore Corporate Finance acted as exclusive financial advisor to the Company and to its Management. The transaction team comprised Pierre-Arnaud de Lacharrière, Olivier Barret, Tristan Dupont, Thomas d'Espois and Khoulood Cheriqi.