



FILOBLU
SHOPPING EXPERIENCE

ARDIAN

PRESS RELEASE



FILOBLU TO ACCELERATE ITS DEVELOPMENT WITH ARDIAN GROWTH

Paris, 10 July 2018 – Ardian, a world-leading private investment house, today announces the acquisition of a minority stake in FiloBlu S.p.A., a leading digital consulting company based in Italy, focused on digital strategies, e-commerce and omnichannel to develop the online business and enhancing brand equity on a global scale for Brands and Retailers.

The strategic partnership between Ardian Growth and FiloBlu aims to accelerate the growth of the company by strengthening its organization and implementing an ambitious business strategy for the next three years. This partnership will lead to increased investments in research, innovation and training, while expanding FiloBlu's international presence.

Christian Nucibella, founder of FiloBlu, said: "This partnership with a prestigious and world-leading investment house such as Ardian is an extraordinary opportunity for FiloBlu to strengthen our organization and achieve stronger growth. We will look to improve our ability to offer our clients and partners innovative services and cutting-edge technologies, helping them expand their business in the increasingly global marketplace and take advantage of the range of opportunities for growth offered by digital transformation."

Laurent Foata, Managing Director of Ardian Growth, stated: "By carrying out this initiative alongside Christian Nucibella, we're showing our desire to become a leading partner of companies like FiloBlu, which has put into practice an effective growth model on an international scale."

Bertrand Schapiro, Senior Investment Manager at Ardian Growth, added: "After having combined profitability with very fast organic growth, FiloBlu is starting a new stage of its growth. We are pleased to support the company on its journey of further international expansion."

The agreement comes at a particularly positive period for FiloBlu, which was recently awarded by Deloitte as one of the "Best Managed Companies" in Italy, and among the fastest-growing European digital companies, making Deloitte's "Technology Fast 500 EMEA" ranking three years in a row since 2015. The company has also been ranked amongst the "Financial Times: 1000 Europe's Fastest Growing Companies" for two years in a row since 2017.

ABOUT FILOBLU

FiloBlu is an ideal business partner for brands and retailers looking to develop their businesses and brand awareness internationally, thanks to a tailored sales, marketing and communication strategy that combines online shopping and brick-and-mortar retail. FiloBlu accompanies companies during the growth process. The joint initiatives of the parties are backed by data analysis using the dynamic Commerce Intelligence Platform, which gathers together the most important sources of information in real time. It has the capacity to connect a number of digital sources and monitor and analyse the behaviour and preferences of online users. FiloBlu provides its clients with a comprehensive array of local group companies in the most strategic markets, as well as integrated logistics facilities and a hub of competences with links to a network of international partners. Founded in 2009 by Christian Nucibella, FiloBlu has headquarters in Venice and offices in Milan, Naples, Lugano, Prague, New York, Shanghai and Hong Kong. One big, professional team of more than 120 people carries out digital-oriented business projects on a global scale.

www.filoblu.com

ABOUT ARDIAN

Ardian is a world-leading private investment house with assets of US\$71 bn managed or advised in Europe, the Americas and Asia. The company is majority-owned by its employees. It keeps entrepreneurship at its heart and focuses on delivering excellent investment performance to its global investor base. Through its commitment to shared outcomes for all stakeholders, Ardian's activities fuel individual, corporate and economic growth around the world. Holding close its core values of excellence, loyalty and entrepreneurship, Ardian maintains a truly global network, with more than 500 employees working from fourteen offices across Europe (Frankfurt, Jersey, London, Luxembourg, Madrid, Milan, Paris and Zurich), the Americas (New York, San Francisco and Santiago) and Asia (Beijing, Singapore, Tokyo). It manages

funds on behalf of around 700 clients through five pillars of investment expertise: Fund of Funds, Direct Funds, Infrastructure, Real Estate and Private Debt.
Ardian on Twitter @Ardian

www.ardian.com

LIST OF PARTIES INVOLVED

Filoblu : Christian Nucibella, Alberto Arcolin, Gaia Coller

Financial Advisor: Buttignon Zotti Milan & Co (Fabio Buttignon, Antonio Zotti, Lucia Scarpari)

Ardian : Laurent Foata, Bertrand Schapiro

Legal Advisor: Giovannelli e Associati (Fabrizio Scaparro, Paola Cairoli, Matilde Finucci)

Financial Advisor : KPMG Italy (Fabrizio Scaparro, Paola Cairoli, Matilde Finucci)



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