

ARDIAN



ARDIAN ACQUIRES A STAKE IN KAPTEN & SON, A LEADING GERMAN BRAND FOR ACCESSORIES AND LIFESTYLE PRODUCTS

Paris/Cologne/Frankfurt, March 10, 2021 - Ardian, a world-leading private investment house, today announces a minority investment in Kapten & Son, a German brand specializing in the online retail sale of lifestyle and fashion accessories. This minority stake acquisition through one of its Ardian Growth funds marks the first investment in Germany by Ardian Growth and it will enable the team to support Kapten & Son's founders in their European ambitions.

Founded in 2014, by Johannes Theobald, Artjem Weissbeck, and Fabian Deventer, Kapten & Son has established itself as a leading name in the German fashion and lifestyle accessories market and begun its expansion in Europe. Over the past two years, Kapten & Son has increased its turnover to over 50 million Euro, fueled by the quality of its products, its Direct-to-Consumer (D2C) strategy and its extensive expertise across marketing and data analysis.

Ardian Growth will support the founders as a strategic partner to build and grow the business. The team at Ardian Growth boasts a strong track record in this space, substantiated by experience gathered across the e-commerce market. In addition, Ardian will support the internationalization by leveraging its global network and its expertise in targeted build-up strategy.

Johannes Theobald, co-founder, stated: "We are proud to have been able to create a leading brand in Germany thanks to the quality of our products and the knowledge we have of our customers' expectations. We now want to accelerate and expand in Europe."

Fabian Deventer, co-founder, added: "Products are one of the strengths of Kapten & Son. Our marketing expertise, combined with our knowledge of customers' expectations thanks to our data analysis tools, are elements that clearly differentiate our model."

Artjem Weissbeck, co-founder, commented: "We were not just looking for a financing but for a true strategic partner who could understand our growth challenges and the specificities of online sales and help us make potential acquisitions. Ardian convinced us on these three aspects and their pan-European reach."

Laurent Foata, Managing Director and Head of Ardian Growth commented: "Currently, we invest in France, Italy, Spain, Switzerland and in Benelux and we have demonstrated track record of our ability to help companies meet their aims and objectives. For us, Germany represents a target market in which we aim to continue investing. We are pleased to take this first step with a company as dynamic as Kapten & Son."

Romain Chiudini, Director at Ardian Growth, continues: "We recognized in Kapten & Son, and moreover in management team, all the qualities we search in fast growing companies in Digital market. Their value of entrepreneurship, innovation and ambition are similar to ours. Kapten & Son is now sized to build its position as a leading player in the new e-commerce generation, which is considered to be a particularly buoyant sector."

ABOUT KAPTEN & SON

Kapten & Son was founded in 2014 and is today one of the fastest growing fashion and accessories companies in Europe. Thanks to high-quality products, a strong DTC approach and bundled marketing expertise, Kapten & Son has developed into an expanding company at a rapid pace.

Today, the product portfolio includes accessories, suitcases, backpacks, eyewear and watches, which are sold in over 30 countries via the Kapten & Son online store, as well as six Kapten & Son retail flagship stores and exclusive boutique partners. More than 150 employees work at the headquarters in Cologne and in the retail stores on the further expansion of the company.

www.kapten-son.com

ABOUT ARDIAN

Ardian is a world-leading private investment house with assets of US\$110bn 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 700 employees working from fifteen 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 and Seoul). It manages funds on behalf of more than 1,000 clients through five pillars of investment expertise: Fund of Funds, Direct Funds, Infrastructure, Real Estate and Private Debt.

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LIST OF PARTICIPANTS

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