

EURAZEO BRANDS STRENGTHENS ITS EUROPEAN STRATEGY WITH A NEW TEAM IN PARIS

Paris, February 14th, 2019 – Eurazeo Brands, Eurazeo’s investment division dedicated to fast growing consumer brands, has built a new team in Paris to lead the investment strategy in Europe, with the appointment of Laurent Droin as Managing Director, and Célia Nataf as Senior Associate.

Laurent Droin brings extensive consumer, retail and luxury expertise, having worked for 20 years in the industry in both corporate and advisory roles. Prior to joining Eurazeo, he spent 10 years at BNP Paribas as a Managing Director focused on mergers and acquisitions. He was most recently based in New York, where he successfully rebuilt the bank’s consumer franchise, focusing on beauty, personal care, and apparel. Previously, he spent nine years at Danone in various strategic and operational roles in France, Argentina and Russia. This brand enthusiast has been personally investing alongside successful entrepreneurs for many years.

Célia Nataf is joining the Eurazeo Brands team in Paris and will be responsible for sourcing, executing and monitoring European investments. She previously spent five years as part of Eurazeo Capital, specializing in the consumer, retail and luxury industries. She participated in the creation of Carambar & Co, a European carve-out in the branded food industry, and in the structuring and monitoring of Planet, a global tax free and payment company. Prior to Eurazeo, she worked in the mergers and acquisitions team at Barclays Capital in Paris, where she carried out assignments for investment funds and industrial players.

Eurazeo Brands’ mission is to invest a total of \$800 million in high potential North American and European consumer companies with differentiated brands across a wide range of verticals including beauty, fashion, home, wellness, food and beverage, and leisure. The firm partners with visionary founders and strong management teams to drive transformational growth and accelerate value creation by leveraging Eurazeo’s unique capabilities. Investments to date include Pat McGrath Labs and Nest Fragrances. The founders of these companies selected Eurazeo Brands due to its sector and operating expertise, proven track record building brands, and extensive international reach with offices across four continents. These new appointments will enable Eurazeo Brands to be the investment partner of choice for aspirational, consumer driven companies in Europe seeking value-added capital to develop their businesses globally.

About Eurazeo

Eurazeo is a leading global investment company, with a diversified portfolio of €17 billion in assets under management, including nearly €11 billion from third parties, invested in over 300 companies. With its considerable private equity, venture capital, real estate, private debt and fund of funds expertise, Eurazeo accompanies companies of all sizes, supporting their development through the commitment of its 235 professionals and by offering deep 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, Buenos Aires, Shanghai, London, Luxembourg, Frankfurt and Madrid.

- Eurazeo is listed on Euronext Paris.
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