

LuisaViaRoma Announces Strategic Partnership with Style Capital

The new partnership is created to support the next chapter of growth, strengthening LVR's digital capabilities and building on its unique 90 years' heritage and Italian DNA.

As part of the agreement, Style Capital will invest €130 million to support LuisaViaRoma's international growth plans.

Andrea Panconesi retains the majority of the share capital, with Style Capital holding relevant governance rights, with a common objective to make LuisaViaRoma a publicly traded company.

Florence and Milan, Italy – September 2021

Luisa Via Roma S.p.A. (“LuisaViaRoma”, “LVR” or the “Company”), the leading Italian multi-brand e-tailer, has entered into a partnership with Style Capital, the Milan-based private equity fund specialising in fashion and lifestyle brands.

Under the terms of the agreement, Style Capital will invest a total amount of **€130 million** in the Company, a significant portion of which will be through a capital increase. The new capital will fund LuisaViaRoma's ongoing rapid growth in its core markets alongside its international expansion plans. Following the transaction Andrea Panconesi, LuisaViaRoma's Chairman and CEO, will retain a 60% stake.

Founded in 1929 by the Panconesi family with the opening of the eponymous concept store on Via Roma in Florence, today LuisaViaRoma is the most relevant Italian multi-brand e-tailer and one of the leading players in global online luxury and is growing at ca. 30% annually.

With over 90 years of history, LuisaViaRoma was one of the first players in the multi-brand space launching successfully its online business in 1999, attracting new generations of young and fashion-savvy users through a visionary understanding of trends combined with a superior service offering.

LuisaViaRoma is well known for its highly curated mix of over 600 brands and for its depth of selection, across menswear, womenswear, childrenswear, home, beauty and a dedicated

street style and sportswear division. With the foundational belief that clients are looking for experiences rather than just products, LuisaViaRoma continues to pioneer the fashion, lifestyle and sportswear segment.

Style Capital's extensive knowledge of the sector, longstanding strategic relationships with leading consumer brands across the globe and successful investment track record will enable LuisaViaRoma to accelerate its global growth trajectory. LuisaViaRoma will further consolidate its leadership in Europe and expand its presence internationally, with the aim to become a publicly listed company.

"In 1929, my grandmother Luisa Jaquin opened a store in the heart of Florence, soon becoming a "go-to" location for fashion enthusiasts from all over the world." said **Andrea Panconesi, Chairman and CEO of LuisaViaRoma.**

"Thanks to the competences of our strong management team we are today among the few players that have successfully signed concession agreements with major global luxury brands. I am exceptionally proud of what we have achieved at LuisaViaRoma and I am thrilled to partner with Style Capital to continue our growth."

Style Capital perfectly aligns with the DNA of LuisaViaRoma and is the ideal partner to accelerate the Company's growth. We are excited and look forward to working together with our new partner to guide LuisaViaRoma in the next chapter of growth and continue to innovate our technology and logistics both on and offline."

Roberta Benaglia, CEO of Style Capital, adds: *"I am excited to start this new journey with the management team of LuisaViaRoma, helping to build the future of the most relevant Italian multi-brand e-tailer and one of the leading players globally."*

LuisaViaRoma, thanks to Andrea Panconesi and his team, has been a pioneer in the online fashion and luxury distribution, bringing to its digital platform a highly curated mix of brands.

Our goal is to support the future steps of the Company's growth, strengthening the organization and investing on the proprietary technology platform to offer an impeccable shopping experience."

LuisaViaRoma was advised by Jefferies, SLVB (Avv. Augusto Dossena), PwC TLS, Studio Associato Bartolini Pieralli and KPMG.

The transaction is expected to close in 2021.

About LUISAVIAROMA

LuisaViaRoma was founded in 1929 by the Panconesi family as a small boutique on Via Roma in Florence. In 1999, LUISAVIAROMA.COM became the first online fashion platform, combining a curated brick-and-mortar with digital presence.

LuisaViaRoma today counts over 230 people, mostly young and international. LUISAVIAROMA.COM is available in 10 different languages and ships to over 130 countries globally, with reported revenue of ca. €180 million in 2020, of which 95% is online.

Over time, LVR has developed a marketing strategy driven by a strong philanthropic approach (*LuisaViaRoma for UNICEF*) and culture of sustainability (partnership with *Extreme E*).

About Style Capital

Style Capital is an Italian private equity firm, with a focus on the fashion and luxury industry.

Style Capital combines its sector expertise with a deep knowledge of European and Asian markets, supporting the growth of companies operating in the global market, whose distinguishing features are creativity, product quality and inimitability, selective distribution and innovation.

The management company provides not only financial resources, but active support to entrepreneurs and managers in their strategic decisions and management activities, thanks to the vast experience of the investment team in the Fashion & Luxury sector.

Due to its hands-on approach, strong financial background, in-depth knowledge of the sector and a solid track-record, Style Capital aims to be the perfect shareholder for supporting the growth of companies in their portfolio.

The following investments are part of the Style Capital track record: Zimmermann, Re/Done, forte_forte, MSGM (in portfolio), Golden Goose, Twin-Set and Sundek.

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