

***LUSIA VIA ROMA
Finalizes the strategic partnership with STYLE CAPITAL.***

***STYLE CAPITAL successfully completed the acquisition and capital increase in LUISA VIA ROMA.
The new Board of Directors has been appointed, Alessandra Rossi nominated as CEO.
Andrea Panconesi remains as Chairman of the Board of Directors.***

Florence and Milan, Italy – October 25th, 2021

Luisa Via Roma S.p.A., the leading Italian luxury multi-brand e-tailer, has successfully completed the announced transaction with Style Capital, the Milan-based private equity fund specialized in fashion and lifestyle brands.

Under the terms of the deal, STYLE CAPITAL invested a total amount of ca. €130 million in the Company, a significant portion of which will be through a capital increase. The new capital will boost LUISA VIA ROMA's ongoing rapid growth in its core markets alongside its international expansion plans. Andrea Panconesi remains LUISA VIA ROMA's Chairman and retains a 60% stake.

Some important Italian families with a significant entrepreneurial tradition in the *fashion & luxury* sector invested in the vehicle controlled by STYLE CAPITAL, to further proof that this a strategic transaction to support and develop an excellence of Made in Italy.

As part of the transaction Alessandra Rossi has been appointed as CEO. The manager has 20 years of experience in the fashion e-commerce sector, with more than 13 years at YOOX NET A PORTER Group. She held various positions and most recently was appointed as Managing Director and President of YOOX and THE OUTNET. Alessandra Rossi will guide the company towards the consolidation of domestic market and international growth, with the aim to become a publicly listed company in the coming years.

The new Board of Directors counts on 7 members: Andrea Panconesi in the role of Chairman, Alessandra Rossi CEO, Roberta Benaglia, Filippo Cavalli, Massimiliano Benedetti and Gianluca Perrelli as directors appointed by STYLE CAPITAL, Alfredo Bartolini as director appointed by Andrea Panconesi.

Founded in 1929 by the Panconesi family with the opening of the eponymous concept store on Via Roma in Florence, today LUISA VIA ROMA is the most relevant Italian luxury multi-brand e-tailer and one of the leading players in global online luxury growing at ca. 25% annually.

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

LUISA VIA ROMA is well known for its highly curated mix of over 600 luxury 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, LUISA VIA ROMA continues to pioneer the fashion, lifestyle and sportswear segment.

LUISA VIA ROMA's mission is to be the catalyst and the Italian window for “Made in Italy” around the world.

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 LUISA VIA ROMA to accelerate its global growth trajectory. LUISA VIA ROMA will further consolidate its leadership in Europe and expand its presence internationally, with the aim to become a publicly listed company.

Alessandra Rossi, newly appointed **CEO of LUISA VIA ROMA**, says: *"I am honored to join LUISA VIA ROMA, the most relevant Italian luxury and lifestyle e-tailer, but most of all to lead the company towards its international expansion, made possible by STYLE CAPITAL's investment: I look forward to working with the whole team to write the next chapter of this wonderful Italian story that began in 1929".*

Roberta Benaglia, CEO of Style Capital, adds: *"Andrea Panconesi and I are thrilled to have Alessandra Rossi appointed as CEO, to strengthen the structure of the Company for a future listing."*

STYLE CAPITAL was advised by the law firm Russo De Rosa Associati (RDRA), Bonelli Erede, EY-Parthenon, PwC and Reply.

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

About LUISA VIA ROMA

Founded in 1929 by the Panconesi family as a small boutique on Via Roma in Florence. In 1999 the Company became the first online fashion platform by launching luisaviaroma.com, combining a brick-and-mortar concept store with a strong digital presence. LUISA VIA ROMA counts ca. 270 employees mainly young and international professionals. LUISAVIAROMA.COM is available in 10 languages and ships to over 130 countries globally, with reported revenue of ca. €180 million in 2020, of which over 95% are generated online. Over time, the Company has developed a strong marketing strategy driven by a philanthropic approach and culture of sustainability, resulting in events and sponsorships with global social and media resonance, such as the LUISA VIA ROMA for UNICEF Summer Gala, and Extreme E Championship.

About STYLE CAPITAL

STYLE CAPITAL is an Italian private equity firm, with a focus on the fashion & luxury industry that 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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