



PRUDENTIA
C A P I T A L

George Mathai

• The first choice for your color expression

For immediate release

Paris, December 11th, 2019

***PRUDENTIA CAPITAL ACCOMPANIES THE TRANSMISSION OF THE FRENCH-GERMAN
FAMILY GROUP GEORGE MATHAI***

Prudentia Capital accompanies the management team led by Grégoire and Nicolas Leclabart in the acquisition of the George Mathai group, a world leader in the manufacture of synthetic hair color swatches, which was formed in 2016 with the merger of the French group George and the German group Eduard Mathai.

George Mathai is the world's leading specialist in the production of communication tools using synthetic hair swatches. Present in 12 countries with more than 650 employees worldwide, George Mathai today offers the most extensive international coverage to its clients. This global organization allows George Mathai to support its range of prestigious clients such as L'Oréal, Coty, Henkel and Unicosmetic in their marketing and sales strategies worldwide.

George Mathai realizes 25 million euros in sales, 50% of which is achieved outside of Europe. The group has three R&D centers (France, Germany, Canada), six sales offices in Europe, America and Asia and five production sites (Slovakia, Romania, Ukraine, Canada and China).

"George Mathai is a fully international group with a European corporate culture and strong French and German roots. The group has significant growth drivers in all of its historical markets, as well as in emerging markets. We are pleased to have been selected by Nicolas and Grégoire Leclabart to support them in this new phase of growth, which aims to further strengthen George Mathai's position as the undisputed world leader in the manufacturing of hair color swatches" commented Dominik Zwerger, Founding Partner of Prudentia Capital.

"The George Mathai group welcomes this partnership with Prudentia Capital, which has distinguished itself by its responsiveness, its entrepreneurial approach and close relationship with management teams, as well as its strong international culture and passion for international business development. Prudentia will help us to finalize the integration of the two historic companies and implement a strategic plan for the next 5 years, which aims to position George Mathai as the number one partner of choice for our prestigious international clients", add Nicolas and Grégoire Leclabart, respectively Chairman and Chief Executive Officer of George Mathai.

PRUDENTIA CAPITAL SAS

17 rue Lamennais – 75008 Paris – Phone: +33 (0)1.81.69.31.89

SAS with share capital of 200 000 Euros – AMF agreement n° GP 17000020 dated August 2nd, 2017 **1**

About George Mathai:

Manufacturers of hair color charts for more than 60 years, George group and Mathai Company unified their talents and experiences in 2016 to become the international George Mathai group.

George Mathai is the number one world's leading specialist in the production of communication tools using synthetic hair swatches. Present in 12 countries with more than 650 employees worldwide, George Mathai today offers the most extensive international coverage to its clients.

With a wide product portfolio and 5 fiber types, the product and services offer of the group allows it to meet all customer needs for the launching of new hair color products, locally or internationally. Thanks to its unique expertise, its creative and R&D studios around the world, George Mathai offers aesthetic and innovative solutions to its clients with the guarantee of optimum, reliable and lasting results of colors.

About Prudentia Capital:

Prudentia Capital is an independent and privately-owned asset management firm based in Paris, licensed by the French Financial Markets Authority (Autorité des Marchés Financiers - AMF), supporting the growth of established French and European small and mid-sized companies.

Prudentia Capital's philosophy is based on a close relationship with management teams, a strong entrepreneurial spirit, and a firm commitment to transparency and accountability. The team strives to create value for both entrepreneurs and investors by doing the fieldwork necessary to identify opportunities that are a match for its expertise.

The Prudentia Capital team has a strong entrepreneurial, managerial and operational expertise, combined with significant experience in the public and public-private sector. This comprehensive view gives it unique insight and tools to actively transform and develop companies.

Prudentia Capital partners represent three different nationalities (French, German, American), and this reflects their desire to support access to international markets for the companies they invest in. Through its partner network Prudentia Capital currently has representative offices in New York and Berlin in addition to its head office in Paris.

Contact: contact@prudentialcapital.com

Website: www.prudentialcapital.com

About the transaction:

Acquirers: Prudentia Capital (Dominik Zwerger, Roland Germain, Thibault Wirth), Management (Nicolas Leclabart, Grégoire Leclabart)

Acquirers legal counsel: Friehe Associés (Emmanuel Scialom, Paul Sautier), Hoche (Jean-Luc Blein, Audrey Magny, Thibault De Dieuleveult)



Sellers legal counsel: Mayer Brown (Marine Ollive, Ségolène Dufétel)

Tax and fiscal / Corporate counsels: Florilèges Avocats (Marie-Hélène Raffin), Linden Avocats (Cécile Madelin)

M&A advisor: DJL Finance (Jean-Marc Metzger)

Financial due diligence: 8 Advisory (Michael Wahl, Daniel Parsons)

Press contact: Gilles Delafon, Lord Jim Consulting

Email: delafon@lordjimconsulting.com

Phone: 06.46.31.21.43

