

EXPERIENCED CAPITAL

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PRESS RELEASE

Experienced Capital Partners invests in L:a Bruket

L:A BRUKET

Experienced Capital is pleased to announce it has made a 51% investment in L:a Bruket, the Swedish-based natural and organic skincare brand. Founders Monica Kylén and Mats Johansson together with individual minority shareholders hold the outstanding shares of the capital.

Founded in 2008 in Varberg (located south of Gothenburg), L:a Bruket offers high quality natural and organic skincare made on the west coast of Sweden with the constant aim of balancing nature and tradition with contemporary functional products. L:a Bruket sources its inspiration from the Swedish SPA heritage, the seaweed harvest and the coastal way of life and offers its customers the opportunity to reconnect daily with nature.

With over 100 references across skincare, body care and home fragrance, L:a Bruket generated a turnover of 5M€ in 2018. It is distributed in more than 50 countries thanks to the strong network of distributors it has tied around its unique lifestyle approach to natural beauty. Experienced Capital's investment will back the costal skincare brand to (i) accelerate its digital expansion, (ii) strengthen its ties with existing distributors and further penetrate existing markets, (iii) selectively expand in retail with an already proven retail concept fully translating the brand's DNA and universe and (iv) further extend the product range.

“We are impressed by the true lifestyle skincare brand Mats & Monica have built offering natural and organic coastal beauty products allowing its customers to reconnect with nature and identify with a certain way of life. Its DNA stands at the heart of what makes brands successful: emotion in a meaningful way. We are fully convinced the brand is ideally positioned to further accelerate and is poised for an impressive growth trajectory”, indicate Frédéric Biousse, Elie Kouby and Emmanuel Pradère, founders of Experienced Capital.

“We are pleased to welcome Experienced Capital as shareholder and strategic partner. This partnership will enable us to continue to innovate natural and organic skincare while expanding and strengthening our reach”, indicate Monica Kylén and Mats Johansson.

With this first investment in cosmetics, Experienced Capital finalises the deployment and diversification of its first fund dedicated to Affordable Luxury.

www.labruket.se
<https://www.instagram.com/labruket/>
www.excp.com

Paris, April 9th 2019

Experienced Capital Partners SAS (ECP) is an investment company set up in January 2016 by Frédéric Biousse, Elie Kouby and Emmanuel Pradère. With 78M€ under management, ECP is dedicated to online and physical retail in the Affordable Luxury segment and is providing a strong operational support to its portfolio. Within three years, it has built a unique portfolio of brands: Balibaris, Soeur, Maison Standards, Le Slip Français, Figaret, Jimmy Fairly, Sessùn, BAM Karaoke Box and NV Gallery.

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Monica Kylén and Mats Johansson, founders of L:a Bruket