



## EXPERIENCED CAPITAL

First close of ECP II

FINAL TARGET  
€150m

FIRST CLOSE  
07/12/2019

AMOUNT RAISED TO DATE  
€70m

FIRST INVESTMENT  
OH MY CREAM !

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# Experienced Capital raises its second fund ECP II

Experienced Capital («ECP»), an operational investment fund dedicated to premium brands, completes the first closing of its second fund, for an amount of €70m, with an ambition for a total raise of €150m.

On July 12th, Experienced Capital finalised the first closing of its second fund, the FPCI Experienced Capital Partners II («ECP II»), for an amount of €70m. ECP had on this occasion obtained AMF approval for its management company, which it formerly did not have.

Jointly to the first closing, ECP II made its first investment in Oh My Cream !, a French-based high-growth cosmetics company (see press release issued today).

Spurred by the success of the first fund ECP I (€78m raised in 2016), 100% invested within 3 years in 10 high growth companies (Balibaris, Soeur, Maison Standards, Le Slip Français, Figaret, Jimmy Fairly, Sessùn, BAM Karaoke Box, NV Gallery and L:a Bruket), the objective of ECP II is to raise €150m while maintaining the same model.

ECP II is a sectoral fund dedicated to premium brands, both physical and/or digital, in all areas of the Affordable Luxury segment (cosmetics, accessories, food, fashion, jewellery, furniture, leisure and technology), which share the same proven and potential growth in France and internationally, driven by an excellent leader / founder.

This second fund focus on French and European companies whose corporate values are between €10m and €100m. The amount of equity investments is between €10m and €30m per investment, for either minority or majority stakes, with prudent use of leverage.

In addition, Experienced Capital will continue to support, with the help of a team of 15 experienced professionals, high-growth premium brands on an operational level with the vision that «nothing beats experience».

Alongside the three founders who provide regular coaching to managers on strategic matters, 8 operational experts are 100% dedicated to the portfolio companies in relation to daily operational support in retail, digital, sourcing, offering, finance, style, retail and international development. The three investment directors are the key entry point for all our managers regarding business and financial matters and the coordination of our experts' interventions.

The team is delighted of the renewed confidence of ECP I's family office and institutional shareholders who also accompany on ECP II, and is honored to welcome new investors to this round, convinced by the sectoral and operational approach of the fund.

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*Experienced Capital (ECP) is an operational investment fund dedicated to premium brands which was set up in 2016 by Frédéric Biousse, Elie Kouby and Emmanuel Pradère. Within three years, ECP has built a unique portfolio of brands, which it supports in their development thanks to a team of dedicated operational experts. ECP portfolio includes Balibaris, Soeur, Maison Standards, Le Slip Français, Figaret, Jimmy Fairly, Sessùn, BAM Karaoke Box, NV Gallery, L:a Bruket and Oh My Cream!.*

## Contacts

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