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CAPITAL D TAKES MAJORITY STAKE IN INVINCIBLE BRANDS

- **capital D, a London-based private equity manager, acquires social media influencer-led marketing and product development company**
- **Invincible Brands, founded in November 2015, achieved more than €30 million in revenues and healthy profitability in 2017**

Berlin-headquartered Invincible Brands has sold a majority stake to capital D, a newly-formed pan-European private equity manager investing in mid-market leading companies which disrupt legacy business models.

Founded in November 2015, Invincible Brands has accomplished exceptional growth. The company sells its products from Germany into continental European markets, employs 80 staff and serves a customer base of 500,000 millennials.

Invincible Brands is a pioneer in social media influencer-led marketing to millennials who are now the largest addressable consumer group in the world. It creates innovative, high quality and natural health, beauty and fitness products from the ground up, using proprietary product development methods and a marketing platform that reaches more than 100 million women and men across the world on social media every month.

Invincible Brands' influencer marketing campaigns are mainly delivered through social media such as Snapchat. This approach, both analytical and tailored to select influencers, combined with the company's market intelligence, has yielded a consistently high return on marketing spend. By targeting customers' preferences on social media and aligning marketing

programmes with short new product development cycles, Invincible Brands has achieved a 100% success rate on more than 40 product launches to date.

Bjoern Keune, co-founder and CEO of Invincible Brands, said: “We are delighted to have secured this significant investment from capital D. The team has deep sector knowledge in ecommerce, SEO, retail and food distribution and we look forward to working with them to build our position in our existing markets and extend our reach globally.”

Stephan Lobmeyr, co-founder of capital D, said: “Our focus is on business models with direct evidence of commercial traction and transformative impact in their markets. The Invincible Brands’ management team has achieved spectacular, tangible results in a short time, capitalising on the tribal buying tendencies of millennials. We look forward to supporting their next phase of growth.”

Jean-Marc Jabre, co-founder of capital D who jointly led this transaction, added: “The timing for this investment is apposite. This January sees the emergence of the first native 21st century adults and the current financial reporting season shines an unforgiving light on many legacy consumer business models. Effective social marketing is now a fundamental part of the arsenal of any consumer-focused brand as the impact of traditional advertising on millennials wanes.”

Steven Schapera, co-founder of BECCA Cosmetics, which was acquired by Estée Lauder in 2016, brings a wealth of experience and is excited to join the board as director.

Advisors on the deal include Re_Set (digital due diligence), Acris (buy-side M&A), Goodwin Procter (buy-side legal), KPMG (buy-side financial), CatCap (sell-side M&A) and Neef Legal (sell-side legal).

- Ends -

About capital D

capital D is a pan-European private equity fund manager focused on investing in mid-market disruptive companies that show clear evidence of transforming legacy business models or have demonstrable potential to do so. Our distinctive approach integrates three competencies: intelligence, investment and impact. capital D's partners are Jean-Marc Jabre (former head of Morgan Stanley Private Equity in Europe), Stephan Lobmeyr (former partner at Change Capital Partners) and Laurent Nordin (former director at McKinsey&Company). Strategic partners are James Bidwell (CEO of Springwise, co-founder of Re_Set and former marketing director at Selfridges) and Sophie Albizua (co-founder of Re_Set and The eNova Partnership). Springwise specialises in sourcing intelligence on innovation via its network of 20,000 'springspotters'. Re_Set specialises in guiding innovators to sustainable value creation.

www.capitald.com

About Invincible Brands

Invincible Brands is an e-commerce brand builder focused on healthy living. Our rapidly-growing companies in the beauty, health and accessories sector, HelloBody (www.hellobody.eu), Natural Mojo (www.naturalmojo.eu) and I am Kamu (www.iamkamu.eu) offer innovative and high quality consumer goods. The company was founded by Bjoern Keune and Gennadi Tschernow backed by business angels Pascal Zuta, Stefan Behrens and Sebastian Merkhoffer in the founding phase. Since launch, Robert Quandt (CFO / COO) and Christian Kiefer (product portfolio lead) have been appointed to the senior management team, and Robert led the deal for the company.