

B&S reaches agreement on acquiring majority stake in a Beauty company in France.

Mensdorf, Luxembourg – April 8, 2022

B&S Group S.A. (“B&S”), tech-company in the consumer goods industry, today announces it has reached agreement on the acquisition of a 70% stake in a French based Beauty company (“the company”).

The company brings a vast network with direct access to premium beauty brands. In 2021, the company reported a turnover of roughly € 33 million and an EBITDA of € 2.5 million.

Strategic rationale

The company services consumers via closed online platforms (members only), via its B2C webshop and via its physical stores throughout France, fitting perfectly with B&S’ existing online and physical direct-to-consumer channels. The network of brands that the company partners with is a strategically strong addition to the existing B&S Beauty network, providing direct access to brand owners in the premium beauty segment. To further reinforce the alignment of all B&S Beauty activities, the operations of the company will be integrated into the B&S backbone after completion of the transaction.

Transaction details

The acquisition follows B&S’ acquisition strategy of carefully targeting companies that match the B&S DNA and show potential for further organic growth. The current management of the company remains on board with an initial minority stake of 30% to foster entrepreneurship and co-ownership, with an option for B&S to buy an additional 15% in three years. Funding of the transaction is secured with existing relationship banks of B&S. The transaction closing is conditional on customary approvals.

This press release contains information within the meaning of Article 7(1) of the Market Abuse Regulation.

For additional information please contact investor.relations@bs-group-sa.com

About B&S

B&S exists to make premium consumer goods available to everyone, anywhere. We believe that getting access to consumer products that bring joy and comfort into everyday lives, should be easy around the globe.

With our ever-growing international network and physical local presence, we bring suppliers, brand owners, logistics partners, wholesalers, retailers and consumers all over the world together that are in many ways difficult to connect.

We work with the world's premium consumer brands in beauty, liquors, personal care, food, health and consumer electronics to serve millions of consumers daily - either directly or through our wholesaler and reseller partners.

Powered by our high-tech platform and arising from supply chain expertise, we provide sourcing, warehousing, distribution, digital commerce, marketing and brand development solutions that enhance choice, speed up delivery, drive conversion and increase reach.

Additional information can be found on [our website](#) and on [LinkedIn](#).

Forward Looking Statement

This press release includes forward-looking statements. Other than reported financial results and historical information, all statements included in this press release, including, without limitation, those regarding our financial position, business strategy and management plans and objectives for future operations, are, or may be deemed to be, forward-looking statements. These forward-looking statements may be identified by the use of forward-looking terminology, including the terms "believes", "estimates", "plans", "projects", "anticipates", "expects", "intends", "may", "will" or "should" or, in each case, their negative or other variations or comparable terminology, or by discussions of strategy, plans, objectives, goals, future events or intentions. These forward-looking statements are based on our current expectations and projections about future events and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in the forward-looking statements. Many of these risks and uncertainties relate to factors that are beyond B&S's ability to control or estimate precisely, such as future market conditions, the behaviour of other market participants and the actions of governmental regulators. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release and are subject to change without notice. Other than as required by applicable law or the applicable rules of any exchange on which our securities may be traded, we have no intention or obligation to update forward-looking statements.