SCANDINAVIAN COSMETICS

OVERVIEW

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January 2016
AURELIUS Group has acquired
“Trade Division”
from
valora

November 2019
AURELIUS Group has sold

AURELIUS EBITDA Improvement

66%

872

1,052

Revenues in SEKm

AT ACQUISITION

Two independent cosmetics distribution businesses embedded within the larger “Trade Division”

- In 2015, Swiss Valora Group divested its non-core “Trade” division to AURELIUS
- Within this scope, Scandinavian Cosmetics and Engelschian Marwell Hauge (EMH) were part of the larger FMCG distribution business (now “Conaxess Trade”)
- At acquisition, the group was managed out of Switzerland with independent operations and organisational silos

AURELIUS’ OPERATIONAL INVOLVEMENT

Carve-out and operational improvement measures

- Separation from Conaxess Trade, consolidation of both businesses under Scandinavian Cosmetics Group
- Set-up of stand-alone legal and financing structure and independent cash-pool under joint group management
- Introduction of new KPI system, revision of product range, category expansion and new brands
- Investments in warehouse management system

Accelerated organic growth

- Geographical expansion into Denmark and Finland, establishment of pan-Nordic structures
- Development of e-commerce strategy and comprehensive online marketing skillset

Strategic add-on acquisitions in 2018

✓ SOLIS
✓ ALF SØRENSEN AB

AT EXIT

Leading brand management firm for cosmetics in the Nordics

- Established brand management company, representing over 40 luxury and semi-selective brand owners within high-end cosmetics, representing more than 100 brands in Sweden, Norway, Denmark and Finland
- Key role in the whole value chain for luxury offering a wide range of supportive services, major role in the transformation of the e-commerce market from grey to white market dominated players
- Comprehensive sales network consisting of retailers, fashion houses, concept stores, pharmacies and e-commerce

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