

PRESS RELEASE

MOTION EQUITY PARTNERS TO SELL ARCAPLANET GROUP TO THE PERMIRA FUNDS

14th April 2016 - Motion Equity Partners announced today that it has entered into an exclusive agreement with the Permira Funds for the sale of Arcaplanet Group, a leading pet stores retailer.

Arcaplanet Group was founded in 1995 by Michele Foppiani, who still runs the Company as CEO. The Group operates a chain of c.150 stores which sell over 10,000 SKUs, ranging from pet food to accessories and to healthcare products. The Group has also developed its portfolio of four different owned brands: Start, Expecial, Next and HiFish. In 2014, Arcaplanet Group launched its online retail activity.

Over the recent years, Arcaplanet Group has built its successful growth story through the new stores opening (from 46 in 2010 to 150 as of today) as well as product and offer innovation. In 2014, the Company launched its first TV advertising campaign, first mover in its sector, and this marked an important milestone in Arcaplanet history. The Group recently announced record 2015 results with 30 openings and €137m in revenues (+22% vs previous year).

Motion acquired Arcaplanet Group in 2010 and supported the Group in its growth path over the last 5 years.

The closing of the deal is expected by the end of June 2016.

Lazard Frères acted as financial advisor to Motion. Luther, Loyens, Studio Pedersoli e Associati, JustLex, PwC, Chiaravalli Reali & Associati and OC&C also acted as advisors to the deal.

Mediobanca, BNP Paribas, Fineurop Soditic, Vitale Associati and Unicredit acted as financial advisors to the Permira Funds. Bonn & Schmitt, Giliberti Pappalettera & Triscornia, Ernest & Young, Bain & Company and Maisto & Associati acted as advisors to the deal.

About Motion Equity Partners

Motion Equity Partners is a leading European private equity firm. Its first fund, raised in 2001, has been fully invested and delivered a first rate performance. Motion Equity Partners currently advises a € 1.3 billion second fund raised in 2005, as well as a third fund raised in 2014. Independent and 100% owned by its Management team, Motion Equity Partners has an experienced team of investment professionals based in Europe. Specialized in supporting Management teams aiming at accelerating their company's growth, Motion Equity Partners particularly stands out in context of international development, establishing external growth strategies, setting up operational improvement plans or supporting the transition in family businesses. It targets control positions in companies of up to € 300 million in enterprise value, with equity tickets ranging from € 20 million up to € 80 million. Additional information available at: www.motionequitypartners.com

About Permira

Permira is a global investment firm that finds and backs successful businesses with ambition. Founded in 1985, the firm advises funds with a total committed capital of approximately €25 billion. The Permira funds make long-term investments in companies with the objective of transforming their performance and driving sustainable growth. In the past 30 years, the Permira funds have made over 200 private equity investments in five key sectors: Consumer, Financial Services, Healthcare, Industrials and Technology. Permira employs over 200 people including 130 professionals in 14 offices across North America, Europe, the Middle East and Asia.

The Permira funds have a long track record of successfully investing in consumer companies around the world and achieving attractive returns for investors. Since 1997, they have invested over €7.0bn in over 25 consumer companies, including Valentino, Hugo Boss, Dr Martens, Atrium, BFY Holdings, Vacalians, Akindo Sushiro, eDreams Odigeo, Galaxy Entertainment, iglo group, Sisal and New Look. For more information visit: www.permira.com

Media Contacts:

Permira

Noémie de Andia, Head of Communications
noemie.deandia@permira.com

+44 207 632 1159

Motion Equity Partners

Matthew James: mjames@motion-ep.com

+44 776 969 2723