



## **FOR IMMEDIATE RELEASE**

NAGA Brands, a new holding company focused on investing in premium consumer brands, announces the closing of its first round of financing and first investment.

- NAGA Brands, founded by Damien Dernoncourt, forms strategic partnership with long term capital providers.
- Sagra Maceira de Rosen appointed Chair of the Board of Directors.
- Recently closed first investment in French cosmetics brand Talika.

**Hong Kong – December 6, 2017** – NAGA Brands (“NAGA”), a new holding company focused on investing in premium consumer brands announced that it has closed seed investments in excess of \$50million from strategic partners providing access to long term capital.

NAGA’s long term objective is to invest in and build a portfolio of premium consumer, luxury and lifestyle brands, providing creative founders, designers and brands with the equity capital and the hands-on functional expertise across all business areas to drive growth, transform their business and help them reach their full potential.

### **A unique investment approach.**

Investments will be focused on brands in the accessories, beauty and jewelry categories, with revenues in the \$5-25 million range that can offer a unique proposition and experience to consumers in the United States and Asia, two of the largest and fastest growing areas within the consumer market. This unique investment approach benefits from a systematic screening process to identify potential partners with shared values compounded with the team’s ability to build productive and long-lasting relationships with creative entrepreneurs.

Damien Dernoncourt, Founder and CEO of NAGA, has more than 20 years of experience in brand development. Most recently Dernoncourt was CEO of John Hardy where he assumed control of the company through a management buyout with the support of private equity group 3i. He later sold a controlling stake to L Catterton while remaining a board member.

Sagra Maceira de Rosen, has joined the Board as non-executive Chairperson, bringing her extensive expertise of more than 20 years as an investment banker, investor, board member, CEO and author in the luxury space. She has previously held roles at Morgan Stanley, JP Morgan, Reig Capital Group, and as CEO of Amanda Wakeley, among other.



### **A seasoned team of operating partners.**

Dernoncourt assembled an international team of 12 senior professionals in the premium consumer, luxury and lifestyle brand arenas who have collectively worked with more than 100 brands in 25 countries. Alongside transactional expertise in M&A, deal structuring and investment banking, NAGA's partners have in depth first-hand management experience with mid-to-large size premium consumer brands across key operational areas including strategy, branding, marketing, retail and wholesale distribution, merchandising, digital strategy, business development, operations, supply chain, human resources and finance.

The Partners of the firm include:

- He Shen, Chief Financial Officer, who has over 20 years of investment banking, deal structuring and private equity experience in New York and London with Lloyds Banking Group;
- Meg Park, Chief Operating Officer, who joins from Goldman Sachs's financing and capital raising team in Hong Kong;
- Sandro Brodbeck, a veteran of Swarovski's M&A team, in charge of Investments;
- Patrice Brendle, former CEO of HCL, an international multi-brand distribution conglomerate in Asia. He is the Partner in charge of Business Development;
- Alfred Tong and Aymeric Bonduel, former colleagues of Dernoncourt at John Hardy will lead the finance, operations, supply chain and IT effort;
- David Lipman, a senior marketing and branding professional well known for its work with fashion and luxury brands such as Burberry and Dior will lead marketing and branding.
- Zolika Courcol-Lebtahi, who has worked with well-known brands like Chloe or John Hardy is the Partner in charge of Merchandising.

"NAGA came to life after I sold my last venture. I met with many designers who needed capital but more importantly, were seeking guidance and expertise. They had started with a product and ended up with a company – many didn't know how to manage it." said Dernoncourt. "We believe supporting a designer's creativity with a focused yet entrepreneurial management approach and taking a long-term view are keys to building a brand. We are thrilled to have Sagra joining the board as our Chair. She shares our philosophy."

"I am delighted to work with Damien and the team and support his vision and passion in this exciting new venture to invest in brands that are ready for transformation," said Maceira de Rosen. "NAGA's edge lies on our passion for developing brands, our deep respect for creativity, our experienced and entrepreneurial team, our financial discipline and our long-term investment horizon. All those aspects resonate well with creative brand owners and founders".



### **A first investment in French cosmetic brand Talika.**

NAGA have recently completed its first acquisition, acquiring a significant equity stake in Talika, a French cosmetics brand. Talika is a niche French beauty brand with a rich heritage founded in 1948. The business has a unique focus on innovative eye care treatments and beauty devices using light therapy. Talika's long history combined with its scientific pioneering approach, award winning products, innovative treatments, specialist positioning and distinct French individuality continues to drive growth in key beauty markets in Europe, Asia and the US.

Dernoncourt said "Talika's charismatic owner, Alexis de Brosses, whose creativity and instinct drove the rejuvenation of this hidden treasure over the past 20 years, shares Naga's cultural values and has welcomed our help and support. We are thrilled to start our journey with Alexis and his team".

Alexis de Brosses added "Meeting Damien and the Naga team came at the right moment for Talika. They understand our vision, and, above all, have a deep respect for creativity, as well as a profound entrepreneurial spirit. We speak the same language."

China will be a focus growth market for Talika in this new stage of development. Recently launched in the Chinese market with encouraging results, Talika has established a partnership with a major local player with a strong track record in developing beauty brands in the Chinese market. Naga will seek to leverage the expertise of its in-house operational partners and wider team's resources ensuring that Talika will be well positioned to generate significant growth in this key market.

"Working closely with us at Naga, Alexis and his team have developed a disciplined growth strategy with a strong digital component. This new strategic path includes the sharpening of the Talika brand message; ongoing new product flow; and streamlining distribution, supply chain and operations. We look forward to seeing Talika's success in the coming years." concluded Dernoncourt.

NAGA's second investment is expected to be announced early next year.

### **About NAGA Brands**

NAGA Brands is a consumer-brands holding company headquartered in Hong Kong, China.

For more information, visit [www.nagagroup.com](http://www.nagagroup.com).

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