



FOR IMMEDIATE RELEASE

NAGA Brands, a recently founded holding company focused on investing in premium consumer brands, announces its second investment.

- NAGA Brands investing in TAMARA COMOLLI, a leading German fine jewelry brand.
- TAMARA COMOLLI's eponymous founder and designer will continue to lead the creative and design team.

Hong Kong – May 3rd, 2018 – NAGA Brands ("NAGA"), a Hong Kong based holding company focused on investing and bringing expertise to creative entrepreneurs and consumer brands announced today its investment in TAMARA COMOLLI. Terms of the transaction were not disclosed. Comolli remains fully committed to grow the business as Creative Director & Executive Chairwoman.

Founded in 1992, TAMARA COMOLLI has established itself as a fine jewelry brand known for a distinct sense for colored gemstones and its unique spirit of "casual luxury".

Headquartered on the banks of Lake Tegernsee, Germany, with a US subsidiary in Palm Beach, Florida, the company directly manages a network of 7 standalone boutiques and more than 120 points of sales globally. The transaction will provide TAMARA COMOLLI with the resources and operational support necessary to scale its core retail business in Europe and the US, accelerate the expansion of its wholesale network and strengthen its branding and digital strategy.

TAMARA COMOLLI will particularly focus on strengthening the company's branding in its core markets in Europe and the US and delivering a targeted wholesale expansion strategy to the best jewelers worldwide in collaboration with NAGA. The company will continue to grow its retail segment by adding more stores in "locations of spirit" to the current portfolio of Southampton and Palm Beach (USA), Munich Sylt and Lake Tegernsee (Germany), and Marbella (Spain). The latest boutique is to be opened in Forte dei Marmi, Italy shortly. TAMARA COMOLLI will also leverage NAGA's expertise to increase its brand awareness through targeted digital and visual communications in benefit for all sales channels.

Damien Dernoncourt, Founder and CEO of NAGA said, "Tamara is the ultimate example of a creative founder who combines an acute business sense with a crisp vision for her brand. Over the years, she has assembled and retained a dedicated world class team. In line with our long-term investment horizon, we look very much forward to supporting Tamara and her team to execute on her vision in the years to come."

"TAMARA COMOLLI has achieved something truly unusual in fine jewelry, which is to be positioned as a lifestyle brand, capturing a casual luxury spirit that is particularly relevant today given the casualization of the way we dress and live our lives. We are delighted with our partnership with Tamara and look forward to working with her and her team" said Sagra Maceira de Rosen, Chair of NAGA.



Tamara Comolli added, “For 25 years, I have successfully realized my dream to build a fine jewelry brand with a strong identity and spirit that will last, and have reached a level where my stand-alone vision needed a partner to lift us to the next level. With Damien, I have met both an experienced entrepreneur and visionary who works with a team of professionals at NAGA that offer the expertise I need to further grow a renowned, international brand.”

Comolli and Dernoncourt have known each other for a long time and share many similarities: prior to setting up NAGA, Dernoncourt ran John Hardy for 11 years, a global luxury jewelry brand originated from Bali whose destination spirit is akin to the one of TAMARA COMOLLI. Most of NAGA Partners also have intimate experience in the jewelry business having worked at or with John Hardy.

TAMARA COMOLLI is the second addition to the NAGA’s portfolio, following NAGA’s acquisition of Talika, a French cosmetics brand specialized in eye care treatments and beauty devices, last October. “We are executing on our strategy to build a portfolio of premium consumer brands by supporting creative entrepreneurs and designers sharing our values”, said Dernoncourt.

NAGA Brands was advised by KPMG and Oppenhoff & Partner and TAMARA COMOLLI by Hübner Schlösser & Cie and Aigner Fischer Rechtsanwälte Partnerschaftsgesellschaft mbB.

About NAGA Brands

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