
NEWS RELEASE

Miura Private Equity boosts the launching of Noa Visual Group

- **Noa Visual Group** emerges from the integration of **Marcelo Vilá**, recently acquired by **Miura**, along with the Spanish leader **Grupo Atrezzo**, also acquired by **Miura** in 2008.
- The new group is positioned as one of the European leaders within the Visual Merchandising sector, focused on the fashion retail industry.

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Miura Private Equity announces the launching of **Noa Visual Group**, a new European leading group within the Visual Merchandising sector, providing products & services such as mannequins and other display accessories to the fashion retail industry, including national and international fashion chains, department stores and multi-brand shops.

Noa Visual Group emerges from the integration of **Marcelo Vilá**, recently acquired by **Miura**, along with **Grupo Atrezzo**, the Spanish market leader also acquired by **Miura** in 2008. The acquisition is in line with the private equity firm's project to create a leading European group able to provide an adequate answer to the new challenges faced by the fashion retail sector, eager to personalize and differentiate their image in their shop windows and interiors. **Miura** will assign a total investment of €30m to this project.

Marcelo Vilá, founded in 1900, is a pioneer company in the sector that specializes not only in Visual Merchandising products & services, but also in shop systems and commercial equipment, and has a strong presence in the French market as well as a great spreading out in medium and small fashion retail chains at a national and international level. Among its main clients, stand out **Pronovias**, **Loewe**, **Monoprix**, **Galeries Lafayette** or **Façonable**.

The acquisition has been financially backed by **Caixa Galicia** and **Deutsche Bank**, institutions that also participated in the financing of the acquisition of **Grupo Atrezzo** in 2008, and has counted with the financial advice of **GBS Finanzas** and legal advice of **Garrigues** and **RCD Asesores**.

A pioneer and multi-brand group

After the acquisition of **Marcelo Vilá**, **Noa Visual Group** has become a pioneer multi-brand group in the sector, covering complementary market segments and offering comprehensive solutions to fashion retail chains. **Atrezzo** is positioned as the leading brand of the group through its proven ability to catch the latest trends and provide new proposals as well as personalized solutions to large fashion retail chains. On the other hand, **Pop** is a new brand launched by the group in 2009 offering solutions to the demand of a more standard and cheaper product. Finally **Marcelo Vilá** contributes with a great variety of products and accessories used by medium and small chains.

Noa Visual Group is controlled by **Miura Private Equity**, who owns 70% of the group, being the remaining 30% owned by Grupo Atrezzo founders and Noa Visual Group's management team led by Marisa Tendero as Managing Director and Alejandra de Silva as Commercial Director. Tendero, who joined the group in 2008, had previously been the Vice-President in Southern Europe of Coti Inc Prestige, a cosmetic group with renowned brands such as Lancaster or Davidoff.

Noa Visual Group, with an international exposure of more than 50% of its business, has its commercial headquarters in Barcelona, showrooms in Paris and Barcelona, and specialized shops in Madrid and Barcelona, as well as its own production centre in Spain and several industrial Partners in China.

About Miura Private Equity

Miura Private Equity, founded in mid 2007 by Luis Seguí and Juan Leach, currently manages Miura Fund I, with a size of €100m to invest in companies with a high potential for growth and consolidation in Spain and Portugal.

Marcelo Vilá's investment is the third acquisition promoted by Miura and the first build-up carried out from one of its portfolio companies. **Noa Visual Group** and **Proytecса** are the two portfolio companies managed at present by the Fund and were acquired in 2008 and 2009 respectively.

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