

Miura divests from Tiendanimal selling its stake to Emefin group

- **This is the second divestment of Miura Fund II, a 2014 vintage fund with EUR 200 million.**
- **In the last five years Tiendanimal has become the leading omnichannel player in the Iberian pet products & services' market.**
- **Emefin is the corporate office of a Family Business Group with 80 years of industrial experience that will bring continuity and reinforce the omnichannel and international growth strategy of Tiendanimal.**

Miura Private Equity, a Spanish leading investment firm, divests its majority stake in Tiendanimal, the pet care & services omnichannel leader in Spain. Emefin group, based in Lima, has acquired Tiendanimal and is committed to reinforce the project and foster its geographical expansion in Iberia and selected European countries.

Emefin has more than 80 years of experience in retail, manufacturing, distribution and logistics in health, consumer and industry sectors. The group has experience in petcare through Superpet, Tiendapet and Kipenzi, leading retailers in Peru, Chile and Spain.

Omnichannel and national growth

In 2014 Miura and Tiendanimal's management team envisioned a growth plan focused on consolidating the company's online position in Spain and Portugal, expanding its online presence in France and Italy, reinforcing its omnichannel strategy by opening a large number of brick-and-mortar stores in Iberia, and increasing the range of products and services offered.

Tiendanimal was founded as a business focused in e-commerce. Nowadays, the company has 65 stores in Spain and one in Portugal. The retailer has increased the number of products offered (c. 30,000), including own-brand products, and expanded the range of services offered that also include veterinarian clinic services. In addition, its turnover has grown every year, from EUR 27 million in 2014 to EUR 113 million in 2019.

Tiendanimal has also developed social-impact policies and actions based on alliances with pet shelters and environmental awareness-raising initiatives.

Juan Leach, Founding Partner at Miura, states that *"we are proud of our contribution to the development of Tiendanimal together with the company founders, Jorge Goldberg and José*

Antonio Alarcón. We are glad to have found a new partner for Tiendanimal that is committed with the Company values, brings financial strength and will boost the international growth.”

Rafael Martínez-Alvial, Tiendanimal’s CEO, highlights that *“we are grateful to Miura and the founders for the support during the last five years. Today, Tiendanimal is a consolidated group that will continue growing with Emefin’s support.*

The transaction has been brokered by Arcano | Jefferies.

Miura Fund II - Second divestment

Miura keeps a good pace in the divestment of Miura Fund II’s portfolio, closed in 2014 with EUR 200 million. Miura’s five-year investment cycle in Tiendanimal has ended after implementing a successful development project. Tiendanimal is the second divestment of Miura Fund II after Citri&Co’s divestment in October 2019.

About Miura

Miura is a Barcelona-based leading investment firm in Spain with assets under management totaling around EUR 1,000 million. The firm specializes in investing in Spanish family business with attractive growth and consolidation plans, and with a clear international vocation. Since the year 2008, Miura has invested in more than 40 companies, with transactions valued in more than EUR 1,500 million.

Find more at: www.miuraequity.com

About Tiendanimal

Tiendanimal is the leading pet care & services player in Iberia. Tiendanimal was created in 2006 by Jorge Goldberg and Jose Antonio Alarcón as an online store with 4,000 products. In 2012, Tiendanimal started to operate offline with its first brick-and-mortar store in Malaga, starting its successful omnichannel strategy. Since then, Tiendanimal has grown to reach more than 30,000 products and 1.2 million clients in Spain, Portugal, France and Italy.

Find more at: www.tiendanimal.es

About Emefin

Emefin is a family business group with more than 80 years of experience in retail, manufacturing, distribution and logistics in health, consumer, petcare and industry sectors. Emefin’s portfolio includes companies such as Superpet, Tiendapet and Kipenzi (pet products retail), Domerson (Real Estate investment and development), QSI (equipment and technology) and Serfi (Agrochemicals).

Find more at: <https://www.linkedin.com/company/emefin/about/>

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