

March 15th 2017

SHOWROOMPRIVE COMPLETES THE ACQUISITION OF BEAUTEPRIVEE

La Plaine Saint Denis, 15th March 2017 – Showroomprivé, an innovative European player in the online private sales industry, specializing in fashion, is happy to announce today that it has completed the acquisition of Beauteprievée.

Showroomprivé successfully acquired a 60% stake in Beauteprievée, valuing the company at an enterprise value of €18 million for its entire capital, with an option to acquire the remaining 40% in 2019

This combination with Beauteprievée will allow Showroomprivé to strengthen its position on the online flash sales market of cosmetics and well-being products and reinforce its offering to serve the Digital Woman.

With over 3 million members and more than 800 brand partners, Beauteprievée is the French leading online flash sales player specialized in cosmetics, beauty and well-being products and services. It reported IFRS net sales of 19 million euro in 2016, up more than 40% versus the previous year. Its EBITDA margin exceeded 7%.

Beauteprievée's co-founders Frédéric Bille and Xavier Chauvin will continue to manage and act as co-CEOs of Beauteprievée following its combination with Showroomprivé.



From left to right: Frédéric Bille, Thierry Petit, Xavier Chauvin, David Dayan

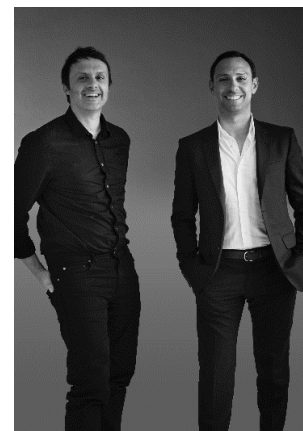
Expen performed financial due-diligence services, and McDermott Will & Emery served as legal counsel to Showroomprivé. D&A acted as financial advisor, and CADJI AVOCATS served as legal counsel to Beauteprievée's shareholders.

ABOUT SHOWROOMPRIVE.COM

Showroomprive.com is an innovative European player in the online private sales industry, specialized in fashion. Showroomprivé offers a daily selection of close to 2 000 brand partners on its mobile app or online. It has over 28 million members in France and in eight of its European country markets. Since its launch in 2006, the company has enjoyed quick and profitable growth.

Showroomprivé is listed on the Euronext Paris (code: SRP), and reported gross turnover of over 750 million euros in 2016, corresponding to net sales of 540 million euros, up 22% versus the previous year. The company employs close to 1 000 people.

For more information: <http://showroomprivegroup.com>



showroomprive.com

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