

SRP GROUPE REGISTERS ITS *DOCUMENT DE BASE* WITH THE FRENCH *AUTORITÉ DES MARCHÉS FINANCIERS* (THE “AMF”)

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La Plaine Saint Denis, September 9, 2015 – SRP Groupe (“Showroomprivé” or the “Company”), operator of showroomprive.com, announces today the registration of its *document de base* with the AMF under number I.15-066. Showroomprivé is an innovative and rapidly-growing online fashion retailer, with operations in France, its principal market, and seven other European countries.

The registration of the *document de base* is the first step towards SRP Groupe’s initial public offering (“IPO”) on the regulated market of Euronext Paris. The completion of the IPO is subject to a number of factors, including among others receiving the AMF’s visa on the IPO prospectus and favourable capital markets conditions.

SRP Groupe’s *document de base* is available on the websites of the Company (www.showroomprive.com) and of the AMF (www.amf-france.org). A printed copy is available free of charge upon request to SRP Groupe at 1 rue des blés, ZA La Montjoie – 93210 La Plaine Saint Denis. The Company draws your attention to Chapter 4 «Risk Factors» of the *document de base* registered with the AMF.

David Dayan and Thierry Petit, co-founders and co-CEOs of SRP Groupe, commented:

“The prospect of the IPO opens a new chapter in the story of Showroomprivé. This milestone would enable the Company to build on its four strategic priorities: consolidate its base of members, reinforce relationships with its brand partners, develop its international platform and launch more innovative products and services.”

ABOUT SHOWROOMPRIVE.COM

Showroomprivé is an innovative and rapidly-growing online fashion retailer, with operations in France, its principal market, and seven other European countries. With roots in both fashion sales and online marketing, Showroomprivé’s vision is to re-invent the way women discover and shop for high street fashion. The Group’s mobile apps and websites feature a curated selection of well-known and up-and-coming brands. The sleek presentation of Showroomprivé’s sales events, together with the excitement of its private sale format – with shopping bargains of 50-70% off retail prices – help to create a highly engaging user experience. At the same time, the Group’s platform offers a fashion-conscious and proven distribution channel for its brand partners’ excess inventory. The Group has grown rapidly and profitably since its inception in 2006. By the end of 2014, the Group had attracted 20.2 million members to its platform. In the fiscal year ended December 31, 2014, the Group generated net revenues of €49.8 million. The Group employs more than 700 people.



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DISCLAIMER

Please read the Document de Base of SRP Groupe, which was registered with the Autorité des marchés financiers (“AMF”) under n° I.15-066 on September 8, 2015 (the “Document de Base”), and which is available on the AMF’s website at www.amf-france.org and on SRP Groupe’s website at www.showroomprive.com. The Document de Base presents a detailed description of SRP Groupe, its business, strategy, financial condition, results of operations and risk factors.

Attention is drawn to the risk factors described in Chapter 4 of the Document de Base. The materialisation of one or more of the risks described therein may have a material adverse effect on SRP Groupe’s activities, assets, financial position, results or prospects, as well as on the market price of SRP Groupe shares.

No communication or other information related to this transaction or to SRP Groupe may be transmitted to the public in a country in which any approval or registration is required. No steps to such end have been taken or will be taken by SRP Groupe in any country in which such steps would be required (other than France). The issue, the subscription for or the purchase of SRP Groupe shares may be subject to specific legal or regulatory restrictions in certain jurisdiction. SRP Groupe assumes no responsibility for any violation of any such restrictions by any person.

This press release does not constitute an offer or a solicitation to sell or subscribe requiring a prospectus within the meaning of Directive 2003/71/CE of the European Parliament and Council dated 4 November 2003, as amended, in particular by Directive 2010/73/UE in the case where such directive was implemented into law in the member States of the European Economic Area (together, the “Prospectus Directive”).

The offer will be open to the public only in France and only after the delivery by the AMF of a visa on a prospectus composed of the document de base and a note d’opération (including a summary of the prospectus) that will be subsequently submitted to the AMF.

With respect to the member States of the European Economic Area other than France (the “Member States”) having implemented the Prospectus Directive into law, no action has been or will be taken in order to permit a public offer of the securities which would require the publication of a prospectus in one of such Member States.

In Member States other than France, this press release and any offer if made subsequently are directed exclusively at persons who are “qualified investors” and acting for their own account within the meaning of the Prospectus Directive and any relevant implementing measures in the relevant Member State.

This press release must not be published, released or distributed, directly or indirectly, in the United States, Australia, Canada or Japan. This press release and the information contained herein do not constitute an offer to sell or subscribe, nor the solicitation of an order to purchase or subscribe, securities in such countries.

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This press release is not an invitation nor an inducement to engage in investment activity for the purpose of Section 21 of the Financial Services and Markets Act 2000, as amended (“FSMA”). This press release is directed only at (i) persons outside the United Kingdom, (ii) investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the “Order”) or or (iii) high net worth companies, and other persons to whom it may lawfully be communicated, falling within Article 49(2)(a) to (d) of the Order (all such persons together being referred to as “relevant persons”). The securities of SRP Groupe described herein are available only to, and any invitation, offer or agreement to subscribe, purchase or otherwise acquire such securities will be engaged in only with Relevant Persons. Any person who is not a Relevant Person must not act or rely on this document or any of its contents.

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