

Press Release - Paris, 31 July 2019

SWANIA, a player in the ecological home care market, announces the renewed support of its existing banks, with a new senior debt of 26 million euros

SWANIA, a young French SME in the cleaning products market, announces the refinancing of its existing debts including its shareholder loans with the renewed support of its banks, Crédit Lyonnais, Société Générale, and Banque Populaire, for an amount of 26 million euros. This refinancing takes place in the context of a very good performance.

"At a time when being Good, Healthy and Local become major consumption criterias, SWANIA meets the consumers' needs by offering home care products with authentic ingredients and a historical know-how," says Daniel Chassagnon, Swania's Chief Executive Officer.

"It is a real pride for Milestone to support a group that works on a daily basis to offer ever more respectful solutions for Peoples Health and the Planet," says Olivier Antomarchi, Milestone's Associate Partner. He adds: "We thank the senior debt providers for their renewed confidence in the management team and the company".

About SWANIA

Born on 1st January 2015 with the acquisition of 3 'beauty sleep' brands, known and appreciated by French consumers from Reckitt-Benckiser - Maison Verte, O'Cedar and Baranne - SWANIA is a leading French player in the development and distribution of home care brands. Since 2015, it created 35 jobs and repatriated 70% of production in France. In order to strengthen the group's expertise in plant disinfection and green chemistry, Swania acquired the YOU® brand in December 2017. Also, while initially solely present in mass retail, the Swania group is pursuing an omnicanal distribution strategy, in order to meet today's consumer expectations.

BARANNE has been the specialist in leather care since 1913. Maison Baranne innovates every day with the launch of reworked and improved formulas based on beeswax, a natural ingredient, so that from 7 to 77 years old, one can feel good in one's shoes. Baranne products takes care of shoes' shine, beauty and comfort every day.

MAISON VERTE is the pioneering ecological home care brand, which has been taking care of the environment for almost 30 years. MAISON VERTE offers environmentally friendly solutions, delicately scented with essential oils, to take care of the whole house with pleasure. MAISON VERTE sets high standards of quality and efficiency, in accordance with the Ecolabel/Ecocert certification. All our products are allergen-free and are formulated without endocrine disruptors.

O'CEDAR is the wood expert with nearly 60% market share, offering products based on natural ingredients such as cedar oil and beeswax. O'Cedar is no longer just a wood expert but also it uses its know-how to other materials and became the expert in decoration and fragile floors! O'Cedar came out of the woods with two references made of tiled linen oil and black soap.

YOU®, a brand created in 2011 and an expert in plant chemistry, is a leader in eco-friendly household cleaners (pistols). With 100% plant-based formulas, YOU® products are 100% biodegradable. YOU® is also the only French brand to offer the unique "concentrated recharge cap" technology, which is screwed directly onto bottles to no longer carry water and minimize waste.

About Milestone

Milestone is an independent investment company based in Luxembourg and regulated by the CSSF. Milestone invests in Switzerland, France, Belgium and Luxembourg in the small and medium-sized enterprises (between 20 and 120 million euros of revenues), equity investment amounts comprised between 15 and 50 million euros per transaction.

We support our companies' business growth strategies in Europe, with the exclusive support of six operating partners with whom Milestone has more than 60 years of experience. We have invested in 10 transactions totalling 200 million euros of equity. Since 2006, Milestone has applied an innovative investment model, far from rigid fixed-capital and closed-end funds.

Milestone invests its own capital and that of institutional investors and international family offices in dedicated investment funds for each investment. This investment model is tailored to every investment opportunity and offers greater flexibility in terms of investment period. It also avoids conflicts of interest between the company's management teams, our investors and our own management company. The interests of all parties are perfectly aligned to maximize value creation in a given investment situation and business cycle.

Transaction Advisors :

Jeantet (Philippe Matignon, Pascal Georges) – Milestone lawyers

Simmons & Simmons – Banks lawyers (Crédit Lyonnais, Société Générale, Banque Populaire)

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