



# Press Release

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## Boozt acquires remaining shares in Rosemunde

**Boozt and Rosemunde have today entered into an agreement where Boozt acquires the remaining 33.3% of the shares of Everyday Luxury Feeling A/S to take full ownership of the company**

After a successful integration of Rosemunde into the Boozt group the parties have agreed to utilize the option to acquire the remaining shares. By taking full ownership, Boozt expects to accelerate the positive development of Rosemunde and to further develop the Brand Hub organisation to drive a successful expansion of acquired brands like Svea.

Rosemunde will continue to operate as an independent brand in close cooperation with existing partners and channels. Additionally, Rosemunde will continue to play an important role in developing critical skills within the fashion value chain for Boozt and acquired brands of the group.

### Transaction overview

- Enterprise value of DKK 275m on a cash and debt free basis (SEK ~375m) for 100% of the shares
- All cash payment financed via current balance sheet
- Transaction multiple: 8.25x EV/ EBIT multiple on FY2020

Rosemunde was included in the consolidated financial statement of Boozt as per 1 July 2021. As previously communicated the transaction will not impact the current outlook for 2021.

### Strategic rationale

Boozt and Rosemunde are a strong match with many potential synergies both commercially and operationally. Rosemunde will provide Boozt important skills and know-how in the fashion value chain especially within sourcing and production.

Scale remains one of the most important drivers for above market growth and profitability and the addition of Rosemunde will contribute further to cement our market leading position.

- Establish footprint as the most important multi-channel department store in the Nordics by expanding brand portfolio and market own and owned brands
- Improve overall profitability by vertical expansion and increased ability to control the vertical supply chain
- Rosemunde operates an asset light and scalable infrastructure with unique supply chain expertise and best in class cost structure demonstrated by strong profitability and a slim balance sheet
- Leverage Boozt's customer data and core competences to add value to Rosemunde, as well as to optimise cost base through economies of scale

### For additional information, please contact:

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*This information is information that Boozt is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2022-01-24 08:00 CET.*

Boozt is a leading, fast-growing and profitable Nordic technology company selling fashion online. The Group generated net sales amounting to SEK 4.4 billion in 2020. Boozt offers its customers a curated and contemporary selection of fashion brands, relevant to a variety of lifestyles, mainly through its multi-brand webstore Boozt.com. The company is focused on using cutting-edge, in-house developed technology to curate the best possible customer experience. Besides Boozt.com, the company also runs the webstore Booztlet.com and retail stores Booztlet and Beauty by Boozt in Denmark. For more information, please visit [www.booztgroup.com](http://www.booztgroup.com).

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