



Press Release of July 29, 2020

**HARLAY AVOCATS (OLIVIER COGNARD) HAS ASSISTED SEB ALLIANCE
IN THE ACQUISITION OF A STAKE IN IEVA GROUP, A NEW PLAYER IN THE
CONNECTED BEAUTY INDUSTRY**

The SEB Group strengthens its position in the personal care sector with the acquisition of a stake in IEVA Group, a new player in connected beauty.

The SEB Group has announced that it has acquired a stake in IEVA Group through SEB Alliance, its corporate venture.

Founded in 2016 by Jean-Michel Karam, IEVA designs and offers connected watches and jewelry capable of analyzing external elements in order to offer improved beauty rituals. IEVA also offers hair care products under the Elénature brand and has just completed the acquisition of the make-up products and retail network of Atelier du Sournil.

The IEVA Group is an alternative connected and personalized beauty technology coupled with an innovative distribution model, which caught the attention of the SEB Group. The acquisition of a stake in IEVA Group, which has developed its technological expertise in France, once again illustrates the SEB Group's determination to support French excellence in innovation and entrepreneurship.

Olivier Cognard (Partner) and Lakhdar Saïfi (Associate) advised SEB Alliance in this transaction. Sabine Lipovetsky (Partner), Frédérique David (Partner), Régis Bernard (Partner), Maxime Marchand (Associate) and Valérie Pinault (Associate) were also involved on the legal and tax due diligence aspects of IEVA and its group.



For further information, please contact Olivier COGNARD: (ocognard@harlaylaw.com)

ABOUT HARLAY AVOCATS: Based in Paris, Harlay Avocats is an independent business law firm working internationally. Founded in 1988, Harlay Avocats is a leading business law firm in France. With its multidisciplinary professional team, Harlay Avocats assists its clients in France and internationally in most of their needs related to business law (routine and exceptional operations). The Corporate Department of Harlay Avocats headed jointly by Marie-Laure de Cordovez and Thibault Chareton, and Olivier Cognard is specialized particularly in private equity, stock market law and M&A operations.