



## Press Release

### HARLAY AVOCATS ASSISTS SEB ALLIANCE IN THE IEVA GROUP'S LATEST FUNDRAISING

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Intuiskin (parent company of the loma, loma Hair and Made with Care brands), created in 2010 and sold to Unilever in 2012, has been acquired by Ieva Group, a specialist in personalised beauty.

With this acquisition, Ieva Group strengthens its activities in personalised beauty.

The Group is now divided into three strategic units: a first unit made up of cosmetic brands (make-up, permanent make-up, hair care, face and body), another one regrouping a network of 150 shops and a last "technology" branch, integrating in particular the beauty subscription, connected jewelry and skin and hair diagnostic devices.

Ieva Group's ambition is to become a "Netflix of beauty", by moving from a purchase logic to a subscription logic, with a content offer. To do this, Ieva Group wants to rely on its online platform, accessible by application. Subscribers will have access to content (such as fitness classes for example) and receive sets of adapted products after a skin diagnosis.

On the occasion of this transaction, Unilever took a minority stake in the share capital of Ieva Group, which completed a new round of financing of €9 million with Crédit Mutuel Innovation and SEB Alliance, its historical shareholders.

SEB Alliance, the corporate venture vehicle of the SEB Group, a world leader in small domestic appliances, was designed to strengthen the Group's monitoring system by investing in innovative companies. Since its creation, SEB Alliance has made more than twenty direct minority investments, mainly in three areas: the connected world, well-being and sustainable development. SEB Alliance has also invested in several thematic innovation funds.

Olivier Cognard (Partner) and Charlotte Tainturier (Associate) advised SEB Alliance.

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**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 the majority of their business law-related needs (routine and exceptional operations). The Corporate Department of Harlay Avocats headed jointly by Marie-Laure de Cordovez, Olivier Cognard and Thibault Chareton, specializes particularly in private equity, stock market law and M&A operations.