

NEW FINANCIAL ROUND FOR JEAN MICHEL KARAM'S IEVA GROUP:

Crédit Mutuel Innovation leads a € 12 million financial round combined with non-dilutive leverage of € 5 million and SEB Alliance enters the Group capital.

Founded by Jean Michel Karam, IEVA Group, the new player in connected beauty, is revolutionizing the uses of the world of beauty and well-being through innovative and personalized technological solutions. Pioneer of beauty 3.0, IEVA Group relies on personalization, technology, proximity to the consumer and environmental care.

Born from the fusion of the most prestigious French know-how, those of high precision technology, artificial intelligence, craftsmanship, luxury and beauty, IEVA Group is active in three main areas:

- **Beauty and cosmetics:** with Elénature, the technical and natural hair brand & Atelier du Sourcil, a range of makeup products developed by and for practitioners of the Ateliers du Sourcil boutiques,
- **Connected jewelry and watches:** with the Twin.C range of connected jewelry that analyze the environment in order to improve and personalize the beauty ritual of each person and Time.C connected watches, the prototype of which was unveiled at CES and whose the commercial launch of the range is planned for the 4th quarter of 2020.
- **Specialist boutiques and «points of experience» :** with the 109 Atelier du Sourcil boutiques and the IEVA platform (Apps & Marketplace).

When the company was created at the end of 2016, a first round of financing of € 3 million dedicated to the development of IEVA solutions and their marketing, was carried out with the support of Crédit Mutuel Innovation and Jean Michel Karam, but also, private investors close to the founder. Three years later, this second round of financing of € 12 million combined with non-dilutive leverage of € 5 million, aims to support the pursuit of the ambitious development plan of IEVA Group, which has just finalized the acquisition of Atelier du Sourcil (cf. Press release of July 22, 2020).

"We are very satisfied with the implementation and the conditions of this financial round", says Jean Michel Karam, Chairman and Founder of IEVA Group. "The entry of Groupe SEB into our capital alongside our long-standing partner, Crédit Mutuel Innovation, opens up new horizons in the rapid development of IEVA Group".



"We have known and supported the IEVA Group management for many years, including in their previous ventures. Today, it is a question of allowing IEVA to diversify and to maintain its strong growth noted over the last years. We are proud and happy to participate in the development of this leading player in beauty and well-being, with a resolutely digital positioning that carries the values of respect of the consumer and protection of the environment", specifies Stéphane Simoncini, Investment Director at Crédit Mutuel Innovation.

"IEVA fits perfectly into the strategy of SEB Alliance, the investment vehicle of Groupe SEB, created to identify and support companies with high technological content linked to the Group's businesses. The decision to support IEVA in its ambitious development in the field of personal care also reflects our desire to support a French sector of excellence in innovation and entrepreneurship. The synergies with Groupe SEB, which has ambitions in the field of personal care, should be numerous", adds François-Xavier Meyer, Vice-President of Investments at SEB Alliance.

About Crédit Mutuel Innovation

Crédit Mutuel Innovation is the venture capital entity of Crédit Mutuel Equity (€ 3.5 billion managed). We invest tickets between 1 and 20 M € in innovative digital, life sciences and deeptech companies. We support ambitious and daring entrepreneurs to develop their growth potential with our ecosystems (our 350 companies in the portfolio, more than 150 large groups and the best experts in their category). Because it takes more than 5 years to make a startup a world leader, we are investing the Group's equity sustainably and building long-term relationships with visionary leaders. More information: www.creditmutuelequity.com

About Crédit Mutuel Alliance Fédérale

A leading bank-insurer in France, present through nearly 4,440 outlets serving 26 million customers, Crédit Mutuel Alliance Fédérale offers a diverse range of services to customers of individuals, local professionals and businesses of all sizes. One of the strongest banking groups in Europe, its equity stood at 47.1 billion in 2019 and its CET1 ratio stood at 17.3%. More information on the site: www.creditmutuel.fr

* Crédit Mutuel Alliance Fédérale brings together the federations Center East Europe (Strasbourg), Sud-Est (Lyon), Ile-de-France (Paris), Savoie-Mont Blanc (Annecy), Midi-Atlantique (Toulouse), Loire-Atlantique and Center-Ouest (Nantes), Center (Orléans), Normandy (Caen), Dauphiné-Vivarais (Valence), Mediterranean (Marseille), Anjou (Angers), Massif Central (Clermont-Ferrand) and Antilles-Guyane (Fort de France). Crédit Mutuel Alliance Fédérale also includes Caisse Fédérale de Crédit Mutuel, Banque Fédérative du Crédit Mutuel (BFCM) and all of its subsidiaries, including CIC, Euro-Information, Assurances du Crédit Mutuel (ACM), Targobank, Cofidis, the European Bank of Crédit Mutuel (BECM), CIC Iberbanco.

About SEB Alliance

Groupe SEB created the SEB Alliance investment vehicle in May 2011 in order to anticipate developments in the small domestic equipment market and to open its innovation policy to new technologies and new know-how. SEB Alliance is both a technology watch instrument and an investment structure. Since its creation, SEB Alliance has made more than fifteen direct minority investments, mainly in 3 areas: digital, health / well-being and sustainable development. SEB Alliance has also invested in several thematic innovation funds. <https://www.groupeseb.com/fr/seb-alliance-corporate-venture-capital>

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**"Take care of you,
Contribute to the future of the Planet,
Join the IEVA movement."**

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