

ABOUT ARETE CAPITAL ASIA

Arete Capital Asia is a boutique financial advisory firm based in Hong Kong. Our Directors & Senior Team each have over 25+ years experience in international financial markets.

We are truly independent advisers – we offer advice based on the best solutions available. We are able to source niche opportunities that represent outstanding risk reward dynamics. The Arete Team digs deep and push boundaries to uncover and offer compelling risk/ reward opportunities for our clients.

ABOUT BON PARFUMEUR

Founded in 2015, Bon Parfumeur is a producer and seller of perfumes intended to provide original, rejuvenating scents and candles. The company's online platform offers a wide range of fragrances and distributes through its own boutique, enabling consumers to get access to good perfume at affordable costs.

COMPANY HIGHLIGHTS

- Bon Parfumeur is one of the fastest growing perfume brands globally with France reaching +200% in H1 2021.
- Bon Parfumeur has established partnerships with brand leaders such as Selfridge's, Nordstroms,, Galeries Lafayette, Sephora and DFS.
- The brand has been launched in China and partnered with several malls and boutiques for distribution that in 2021 with more build out in 2022.

STRATEGY FOR 2025

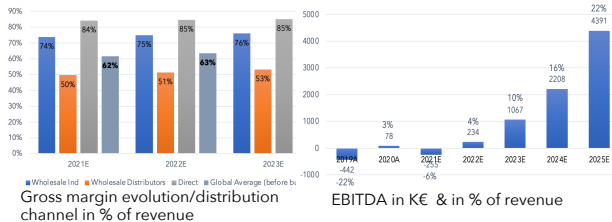
OBJECTIVES

- ACCELERATE by building sustainable growth (50 - 100%) YoY
- EUR 20M Revenue

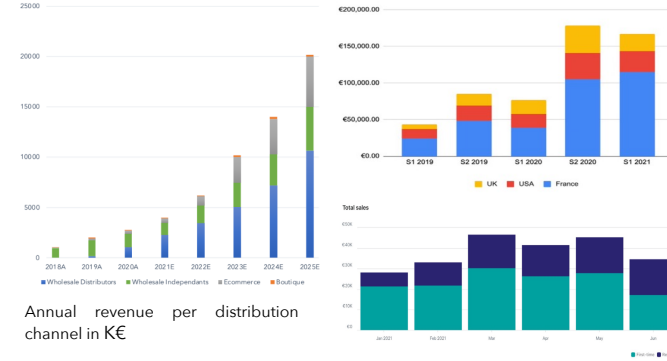
KEY STRATEGIC INITIATIVES

- Stay community centric
- Strengthen brand uniqueness
- Boost awareness
- Generate trial & loyalty
- Be agile to win big & fast

2025 ACCELERATION PLAN:



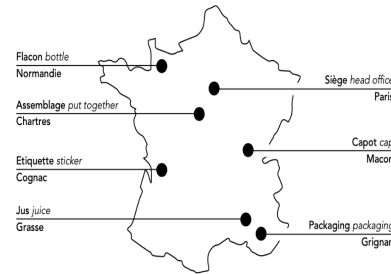
MARKET REVENUE



MADE LOCALLY

For perfume, Made in France is key for credibility.

From the cap to the juice, every single part of the product is made 100% in France.



INVESTMENT PARTICULARS

Issuer	Bon Parfumeur
Type of Purchase	Equity shares in a privately held company
Entry valuation	EUR 16m pre-money (4x 2021 sales)
Last funding	February 2021 EUR 2.5m
Expected holding	3 to 5 years. Modeling 5x to 7x returns
Fee structure	2% Upfront, 15% Carry. Zero Management Fees
Deal Timing	Closing Nov 2021 or as supply last

FOUNDER & CEO



LUDOVIC BONNETON

Former digital director from French beauty brand Yves Rocher, Ludovic Bonneton launched Bon Parfumeur with 18 fragrances numbered from 001 to 901. He graduated from Université Paris 2 Panthéon-Assas.

PRODUCTS



DISTRIBUTION



Galeries Lafayette

NORDSTROM
SELFRIDGES & CO

KNOWN INVESTORS

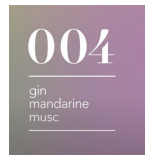
5M VENTURES

PARIS BUSINESS ANGELS

HELPFUL LINKS



[Bon Parfumeur Story](#)



[Karine Sereni 004 interview](#)