

## 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 manufacturer and seller of original rejuvenating fragrances in perfume bottles, sprays, candles, creams, soaps and diffuser products based on a multi-layered scent model. The company's online platform offers a wide range of scents and distributes through its own brand, enabling consumers to get access at an affordable cost..

## 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 retail brand leaders such as Selfridges & Co, Nordstrom, Galeries Lafayette, Sephora and DFS.
- China launch partnered with several malls and boutiques for distribution in 2021, with more to come in 2022.
- Korea distribution via Shinsegae and Hyundai Dept stores.
- Japan distribution via premium online channels.

## STRATEGY FOR 2025

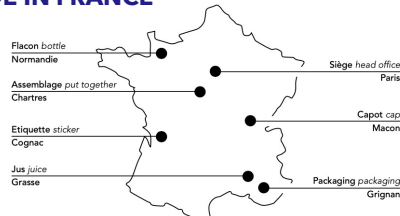
### OBJECTIVES

- Build sustainable growth (50 - 100%) YoY
- EUR 20M Revenue

### KEY STRATEGIC INITIATIVES

- Strengthen brand uniqueness
- Boost brand awareness
- Generate trial (sample / gifting) & loyalty
- Be agile / focus on key growth geographies and channels - China, France, US, UK

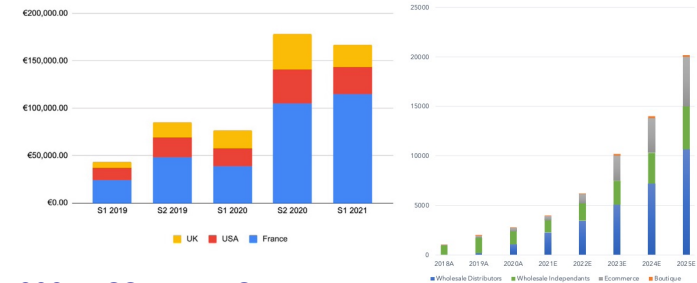
## MADE IN FRANCE



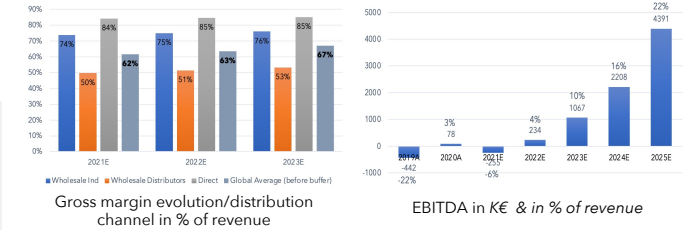
## FINANCIALS

K€	2018	2019	2020	2021 YTD	2021E
<b>Total Revenue</b>	<b>1 009</b>	<b>2 012</b>	<b>2 757</b>	<b>2 453</b>	<b>4 000</b>
Revenue Growth		99%	37%	64%	45%
o/w Wholesale	878	1 730	2 372	2 157	3 470
o/w EMEA	63%	70%	76%	65%	66%
o/w AMERICAS	34%	17%	4%	3%	5%
o/w ASIA	3%	13%	20%	32%	29%
o/w Ecommerce	62	188	316	201	445
o/w Boutique	69	94	68	22	85

## MARKET REVENUE



## 2025 ACCELERATION PLAN:



## INVESTMENT PARTICULARS

Issuer	Le Parfumeur
Type of Purchase	Equity shares in a privately held company
Entry Valuation	EUR 16M pre-money (4x 2021 sales)
Investment Structure	Direct to cap table
Holding Period	3-5 years. Modelling a 3x to 5x return. Based on revenue growth and assumption of M&A take out at c. 8x revenue.
Deal Timing	November 2021, or as supply lasts

## FOUNDER & CEO



### LUDOVIC BONNETON

Former digital director from French beauty brand Yves Rocher and 20+ years of relevant experience, Ludovic Bonneton launched Bon Parfumeur with 18 fragrances numbered from 001 to 901. He graduated from Université Paris 2 Panthéon-Assas.

## HERO PRODUCTS



003 gift box

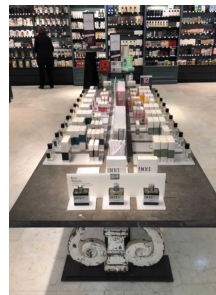


801, 804 hand cream & soap



003 perfume

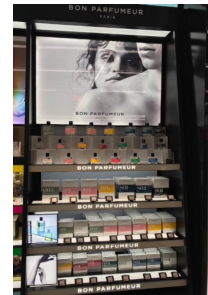
## DISTRIBUTION



BHV - Top 1 in volume within the niche category



MERCI - Top 1 within the cosmetics category



SEPHORA HK - Top 1 online, Top 2 offline (behind Gucci)

## KNOWN INVESTORS



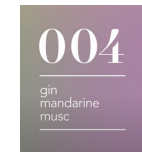
## RETAIL CHANNELS

- Selfridges & Co. - [Link Here](#)
- Nordstrom Inc. - [Link Here](#)
- Galeries LaFayette - [Link Here](#)

## HELPFUL LINKS



[Bon Parfumeur Story](#)



[Karine Sereni 004 interview](#)



[Bon Parfumeur 103](#)