

## PRESS RELEASE

### **MADE IN ITALY FUND INVESTS IN ROUGJ TO CREATE A GROUP OF ITALIAN EXCELLENCE IN THE BEAUTY SECTOR**

**The fund, managed by Quadrivio & Pambianco, has signed an investment agreement with Rougj, a leading company in the production of cosmetics for the pharmacy sector**

*12 December 2019*

**Made in Italy Fund, the Private Equity fund managed by Quadrivio & Pambianco, has signed an agreement to invest in Rougj, an Italian company specializing in the formulation, production, and distribution of *premium products* for the *pharmacy sector*.**

Founded in Trieste in 1987, the company has dealt in cosmetic products for over 30 years, offering different lines aimed at treating every specific skin need: face and body treatments, hair, make-up, and sun care products. The products, all of natural derivation and not tested on animals, guarantee their consumers effectiveness, safety, and an excellent quality-price ratio.

Rougj will close its **2019 balance sheet with a turnover exceeding 15 million euro**, of which **80% is earned in Italy**, thanks to a consolidated presence in the pharmacy sector and widespread distribution over the national territory. The remaining **20% comes from foreign markets**, mainly France and Spain. **EBITDA is over €3 million.**

Made in Italy Fund's investment, a mix between the purchase of shares and a capital injection, intends to further support the **development of Rougj at an international level**, through the penetration of strategic markets such as Germany, UK, and China. The injection of capital will also be aimed at supporting a **targeted marketing strategy, with a digital focus, meant to promote the brand and its betterment**, repositioning it in the referenced market at a level higher than its current one.

Entrepreneurs Antonio Pirillo, Marco Giraldi, and Alessandro Fier will retain a significant share of the company, while Ettore Favia, who managed the company in its recent development phase, will leave the Group giving up his entire stake.

**Walter Ricciotti, Managing Partner of Quadrivio & Pambianco**, made the following comment regarding the investment: *"Through our investment we intend to support the company and its entrepreneurs in pursuing their development strategy, strengthening the international presence of the company, and further promoting the brand within the pharmacy sector."*

*"Our ambition is to make Rougj one of the top cosmetics brands in the pharmacy sector. Competition with multinationals has been and continues to be a daily challenge. We are certain that, with the determination and enthusiasm that have always distinguished us, and with the support of Quadrivio & Pambianco, we will be able to achieve these goals, further strengthening the brand's positioning"* said **Antonio Pirillo, Rougj's CEO**.

For all legal aspects Quadrivio & Pambianco was assisted by the **Legance** law firm (Attorneys Gianpaolo Tagariello, Guido Iannoni, Riccardo Paganin and Marianna Consiglio). Rougj was aided by **DLA Piper** Global Law Firm (Attorney Fabio del Bene).

Accounting and tax due diligence was conducted by **EY** (Marco Ginnasi and Rossana Pezone).

#### **CONTACTS AT MADE IN ITALY FUND**

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#### **Quadrivio & Pambianco**

Quadrivio & Pambianco combines over 20 years of experience in the world of private equity with the best skills in the fields of consulting and lifestyle. Made in Italy Fund is the private equity fund promoted and managed by Quadrivio & Pambianco, dedicated to investments in the Fashion, Design, Beauty, and Food sectors. The management team consists of Alessandro Binello, Walter Ricciotti, David Pambianco, Alessio Candi, and Mauro Grange. Today Made in Italy Fund has invested in the Fashion and Design sectors, acquiring the majority of 120% Lino ([www.120percento.com](http://www.120percento.com)), Mohd ([www.mohd.it](http://www.mohd.it)), and Prosit ([www.prositgroup.com](http://www.prositgroup.com))  
Info: [www.madeinitalyfund.com](http://www.madeinitalyfund.com)

#### **Rougj**

Rougj is an Italian brand that, for over 30 years, has turned to the pharmacy sector through the formulation, production and distribution of premium cosmetic products. Founded in 1987, it has gained a leading role in the European pharmacy sector, offering functional products of natural derivation and not tested on animals.

Rougj specializes in cutting-edge and hi-tech cosmetics, subjected to rigorous effectiveness tests at renowned Italian institutes and universities. The products offer different cosmetic lines, oriented to the treatment of every specific need of skin and hair.

Info: [www.rougj.com](http://www.rougj.com)