

Initial Public Offering (IPO)

Company: Revolution Beauty Group

REVOLUTION
BEAUTY LONDON



DEAL FACTS

Date	July 19 th , 2021
Type of Transaction	IPO
Sector	Consumer Products
Deal Value	£300 million
Global M&A Partners	Zeus Capital (UK)

THE TRANSACTION AND GMAP'S DEAL INPUT

- Zeus Capital raised over £300 million as part of this deal, achieving a market capitalisation of £495 million. The Placing attracted strong support from high quality institutional shareholders, including a £90 million cornerstone investment from Jupiter Asset Management.
- The deal was a milestone for Revolution Beauty, being the 6th largest fundraise on AIM ever, and the largest fundraise on AIM in 2021 (as of July 19th)
- Zeus Capital acted as Nominated Adviser and Sole Broker to Revolution Beauty Group plc on its oversubscribed Initial Public Offering (IPO)

ABOUT REVOLUTION BEAUTY GROUP

- Revolution Beauty is a global mass beauty and personal care business which operates a multi-brand, multi-category strategy and sells its products both DTC via its e-commerce operations, and in both physical and digital retailers through wholesale relationships.
- It was founded to provide customers with high quality and innovative beauty products at an affordable price point, with a strategy to use their combined sector knowledge and deep experience to challenge the legacy operators.

GLOBAL M&A

About Global M&A Partners:

Established in 1999, Global M&A Partners is a leading international partnership of investment bankers specializing in mid-market transactions. We provide sector expertise, international scope, and deep local market knowledge and execution capabilities for our clients. We operate with local offices across 4 continents and have completed over 1,500 transactions during the last ten years, typically ranging from €50 to €500 million.

www.globalma.com

Zeus Capital

CONTACT: **United Kingdom:** Zeus Capital
Nick Cowles
01618311517
nick.cowles@zeuscapital.co.uk
<https://zeuscapital.co.uk/>