

COMMUNIQUE DE PRESSE

Paris, October 18, 2024

Bignon Lebray advises Arcade Beauty on the Acquisition of the Rocher Group's Perfume Business

Arcade Beauty acquires the Rocher group's perfume business and guarantees the development of the historic Ploërmel site.

Arcade Beauty is a pioneer in the manufacture of product sampling and packaging solutions for the perfumery and cosmetics industries.

Arcade Beauty's acquisition of the Rocher Group's historic site, which operates in the cosmetics, clothing and home decoration sectors, will benefit employees and secure the future of the site. Arcade Beauty is committed to guaranteeing the development of the perfume business carried on in the factory.

- All the teams will be integrated into Arcade Beauty;
- Groupe Rocher fragrances will continue to be produced on the site for at least five years;
- An additional 10 million units will be added to the site by Arcade Beauty over the next two years, with plans to expand the business further in the following years;
- Arcade Beauty plans to make further investments in the coming months.

Bignon Lebray's Involvement

Neil Robertson, partner, **Louis Vallet**, counsel, from the Corporate Law, Mergers & Acquisitions department, **Marie-Charlotte Diriar**, partner, **Marie Delmotte**, lawyer, from the Employment Law department, and **Frédéric Coulon**, partner from Competition, Distribution, Contracts and Consumer Law department, worked on the transaction.

Key Players in the transaction

Counsel to the acquirer:

Bignon Lebray

M&A: Neil Robertson, partner and Louis Vallet, counsel,

Competition, Distribution: Frédéric Coulon, partner

Employment Law: Marie-Charlotte Diriar, partner and Marie Delmotte, lawyer

Michelez Notaires

About Arcade Beauty

Arcade Beauty is a global international industrial group that develops and manufactures products for the beauty and wellness industry. A world leader in sampling solutions, Arcade Beauty extends its offer to full-service, supplying customized products to its partners worldwide.

Born in 2014 from the merger of 2 industrial pioneers, Arcade Beauty is headquartered in New York and offers an unrivalled offering with over 30 technologies in its product portfolio, supporting over 400 international beauty brands, operating 11 production plants.

<https://arcadebeauty.com>

About Groupe Rocher

Groupe Rocher is a family business from Brittany, founded in 1959 by Mr. Yves Rocher. Convinced, thanks to Mr. Yves Rocher's personal experience, that nature has a positive impact on people's wellbeing and therefore on their desire to act for the planet, the Groupe Rocher was the first international group to adopt the mission-driven company status, under French law, which purpose is to "reconnect people to nature". It includes 8 brands (Yves Rocher, Arbonne, Petit Bateau, Stanhome, Kiotis, Dr Pierre Ricaud, ID Parfums, Sabon and Flormar), more than 14.000 employees, 50 million customers and reached a sales turnover of €2,2 billion in the beauty, nutrition, apparel and homecare sectors. Its international expansion has accelerated over the last few years, and the group is now present in more than 100 countries.

<https://groupe-rocher.com>

About Bignon Lebray

For the past 40 years, Bignon Lebray has been one of the leading independent French business law firms, providing counsel and litigation support to businesses both nationally and internationally. The firm boasts over 100 lawyers and legal experts, including 36 partners, with diverse cultural and educational backgrounds and professional experiences acquired both in France and abroad.

Bignon Lebray has offices in Paris, Lille, Lyon, and Aix-en-Provence.

Bignon Lebray specializes in corporate law, mergers and acquisitions, private equity, banking law, finance and capital markets, tax law, labor law, real estate law, public law energy and environmental law, intellectual property law, new technologies, competition and distribution law, contract law, insolvency law, sports law, transportation law, litigation and arbitration, as well as life sciences law.

Bignon Lebray is the French member of the international network Meritas, which brings together nearly 180 law firms and 7,000 legal professionals across more than 90 countries.

www.bignonlebray.com



For press inquiries, please contact:

Aurélie Bottari

Bignon Lebray
75, rue de Tocqueville – 75017 Paris
DL: 01 44 17 17 44
Presse@bignonlebray.com

Sachinka

Agence SACHINKA
86, Avenue des Ternes – 75017 Paris
DL: 01 40 46 07 27
contact@sachinka.com