



PRESS RELEASE

CRONOS CAPITAL PARTNERS AND THE BERTOLI FAMILY SIGNED A PARTNERSHIP TO SUPPORT LAMPA GROUP'S GROWTH

Shortly after its launch, Cronos Capital Partners - a *fundless fund* founded by Alessandro Besana and Lorenzo Bovo - signed a partnership with the Bertoli family to support Lampa Group's growth through a newly incorporated vehicle participated by HNWI's linked to the Italian entrepreneurship and finance community. Lampa is a symbol of Made in Italy headquartered in the province of Bergamo that produces and distributes plastic and metal accessories for the high fashion industry.

Transaction rationale: to finance an important growth of turnover by internal lines and through consolidation of other industrial players.

Milan, June 24, 2019 – Shortly after its launch, Cronos Capital Partners (“**CCP**”), has completed its first transaction acquiring a majority stake in Lampa, a symbol of Made in Italy that produces and distributes plastic and metal accessories for the high fashion industry.

The transaction will support the Bertoli family to continue Lampa's business expansion through commercial development and integration with other leading players in the same market segment.

Mirko and **Luca Bertoli**, co-CEOs of Lampa, co-invested alongside CCP and hold a 30% stake in the company.

Founded in 1970 in Grumello del Monte (Bergamo) by Mr. Diego Bertoli, Lampa is a leading player in the production of plastic and metal accessories for the high fashion industry, with an extremely diversified product offer that includes studs, buttons, logos, buckles, bijoux and brooches. Mr Diego Bertoli, will remain *Honorary Chairman* of the group. Over the past years Lampa has been able to adapt to the dynamics of an increasingly competitive market and to address customers' needs. In 2018 the group reported total revenues of over 16.5 million euros.

The continuous innovation and improvement of its business model allowed Lampa to achieve these results. Luca and Mirko Bertoli successfully repositioned Lampa from the fast fashion to the high fashion industry, leveraging on the manufacturing know-how, which can count on more than 20,000 molds and a vast historical archive, and a maniacal attention to the development of new materials, technologies and product solutions for its customers.

*“Cronos Capital Partners founders immediately demonstrated a deep knowledge of our sector and its business dynamics”, said **Mirko** and **Luca Bertoli**. “We are convinced that an investor like CCP is the most appropriate solution to better develop our growth potential. We are already working together to bring within the group possible targets, in with our planned growth strategy”.*



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*“Lampa has been able to respond effectively to new trends and market dynamics in the luxury world”, said **Alessandro Besana** and **Lorenzo Bovo**, co-founders of CCP. “The market positioning and an advanced business model supported by an accurate commercial policy focused on customer service, are the ingredients that has allowed Lampa to give a strong boost to its growth in recent years”*

Alpeggiani e Associati served as legal advisor to CCP on the transaction. Deloitte served as financial and tax advisor, Long Term Partners acted as business due diligence advisor and RMU Tax Lex structured the investment vehicle chain.

Crédit Agricole Italia acted as *Mandated Lead Arranger* for the financing of the transaction and it was assisted by Dentons.

Studio Commerciale Associato Albrici served as tax advisor and Studio Legale Taccogna served as legal advisor on the sell-side.

CRONOS CAPITAL PARTNERS

Cronos Capital Partners is a *fundless fund* participated by HNWI's linked to the Italian entrepreneurship and finance community. CCP is specialised in private equity majority transactions within the Italian mid-market, with focus on outstanding industrial companies with a turnover between 10 and 40 million euros. As of today, CCP has a capital commitment of more than 30 million euros. It intends to complete a limited number of transactions in order to allow its investment team to become operating partners of its portfolio companies.

During the start-up phase, the founding partners have been assisted by Carla Mambretti for the definition of the agreements with investors and by Niccolò Piccone for the set-up of CCP. Giuseppe Lombardi and Giorgio Alpeggiani acted as *anchor investors* and main sponsors of the initiative. Leo De Rosa of Studio RDRA, Alessandro Rocca of Studio RMU Tax Lex and Francesco Saltarelli of Studio Tributario e Societario Deloitte contributed to the tax structuring of the vehicle.