

EMCap Partners

backs

Alberto Moretti



EMCap Partners has led the investment to back the international expansion of Alberto Moretti, the Italian prestige shoe brand led by eponymous designer and founder.

Alberto Moretti designs and sells high-end shoes. The operation consists in a carve-out from a family-owned group with a strong track-record in the footwear and fashion industry. After a career as Creative Director at Arfango and Car Shoe (Prada Group), Alberto developed a strong legitimacy in the industry before creating his own brand. He encountered early successes with his famous velvet loafers particularly liked by top celebrities.

Thanks to its early successes as well as its strong legitimacy, the brand has lived a period of robust growth since its inception and has now a strong presence in selective distribution in both developed countries (Harrods, Barneys) and Emerging Markets (Middle East, Hong Kong, Russia). Besides this commercial development, the brand has gained strong recognition amongst celebrities and international press. Alberto Moretti has a monobrand store in St Tropez, which allowed, since the brand's inception, to strengthen its image with high-end international customers.

In line with EMCap's investment strategy, in addition to providing funding for the brand's expansion, as lead-investor, EMCap mobilizes its business development platforms to support the emergence of Alberto Moretti as a new champion of the industry. These platforms have already enabled the identification of development opportunities in the emerging markets targeted for the brand's expansion. Alberto Moretti's two-pronged expansion plan encompasses (i) the consolidation of the brand's business in Europe including the opening of a store in a European capital, and (ii) the brand's rollout in the emerging regions where the business has greatest potential (including China, Southeast Asia and the Middle East).

For deals executed outside of France, EMCap Partners invests with local investment players. For the present operation, EMCap Partners has invited GenCap Advisory to participate in the consortium.

"We strongly believe in Alberto's potential to become a reference for discerning cosmopolitan customers. Our partnership aims at providing the company with the backing it deserves for its international expansion" - Alexandre Hamaide, Managing Partner at EMCap Partners, and Michelangelo Mantero, founder of GenCap Advisory, the two newly appointed directors at the company's board.

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About EMCap Partners:

EMCap is a midcap growth equity investment holding that partners with small Western premium consumer discretionary goods companies in order to facilitate their expansion overseas, in particular into emerging markets (Brazil, China, South East Asia, India, Russia, Middle-East and North Africa). The expansion strategy relies on EMCap's Emerging Markets Platforms built around an expertise of high growth markets, direct contacts with local distribution partners and access to operational skills through a network of industry and regional experts. EMCap's focus encompasses discretionary consumer goods (apparel, fashion accessories and leather goods, watches and jewellery, cosmetics and skincare, home decoration, gourmet food).

About GenCap Advisory:

GenCap Advisory is an independent Private Equity advisory firm dedicated to Family Offices and High Net Worth Individuals. It provides its clients with a complete outsourcing of all the activities related to direct Private Equity investments and focuses on direct investments in small and mid-cap Italian companies. GenCap Advisory advises on and invests on behalf of its clients patient medium and long-term capital to finance growth plans of Italian companies.

Deal specifics:

Target company	Alberto Moretti
Lead investor	EMCap Partners (Alexandre Hamaide, Eric Lesieur, Victor Gavrilov, Jean-Fabrice Copé)
Co-investors	Moretti family and management, and two families advised by Private Equity advisory firm GenCap Advisory (Michelangelo Mantero)
Seller	Moretti family
Buy-side legal advisors	King & Wood Mallesons SJ Berwin (Alexandrine Armstrong-Cerfontaine), De Lorenzo D'ipollito Mendolia (Francesco de Lorenzo)
Sell-side advisors	Equita SIM (Carlo Volpe), Legance Avvocati Associati (Marco Gubitosi, Luigi Gallinoni)

