



PRESS RELEASE

BIOERA S.p.A.

Signed co-investment agreement with a Saudi Arabia and a UK Family Offices to invest in the Made in Italy branded companies

First co-investment transaction already agreed: Unopiù SpA – the European leader in the design and outdoor furniture

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Milan, April 10th, 2015 - Bioera S.p.A. ("**Bioera**") announces that it has reached a co-investment agreement with the middle-eastern Family Office **Yaks Holding** ("Yaks") and the UK Family Office **Bramfield Limited** ("Bramfield").

The agreement primarily focuses on the acquisition of significant and relevant stakes in *Made in Italy* branded goods companies, and having a strong sense of excellence and recognition around the world. The Partners will operate through a dedicated vehicle, the **Splendor Investment Holdings** ("SIH") based in London.

Bioera will contribute to the joint venture with a 50% stake in SIH, followed by its partners Yaks and Bramfield with an equivalent stake of 25% each. The Partners have also agreed on a governance structure consistently with the shareholdings of the jv.

Yaks Holding is a Family Office, based in Jeddah (Saudi Arabia), representing a prominent Saudi Arabian family having interests in industrial companies, real estate, and investments across the world. Bramfield Ltd is an UK Family Office focused on investments in the Italian marketplace.

According to the signed agreement, SIH will be directly involved in the Unopiù transaction, promoted by Bioera, through a procedure implying a settlement with creditors in continuity and under the monitory of the Court. The final approval and statement by the Court of the above-mentioned procedure is expected shortly.

In the transaction Bioera has been assisted by Bridge Management, as financial advisor, while Yaks and Bramfield by Umnyah Advisors SA. On the legal side of the transaction, the Parties have been assisted by SeAss, Global Investment & Management SA and Taylor Wessing.

**Bioera S.p.A.**

Bioera is a public company based in Milan and listed on the Milan stock exchange (MTA segment), which operates as a holding company. The main subsidiary is Ki Group S.p.A., listed on the AIM-Italia stock exchange, organized and managed by Borsa Italiana S.p.A., and active through its subsidiaries, in the production, distribution, marketing and retailing of organic and natural products for the health and well-being. Ki Group operates in the organic retail industry through the brand AlmaverdeBio Market.

Bioera also holds a 40% stake in Visibilia S.r.l., advertising agency-player active in the collection and management of advertising in newspapers, television stations, private radio, magazines, and web. Visibilia S.r.l. is the parent company of Visibilia Editore S.p.A., listed on the AIM-Italia stock exchange, and operating in the publishing sector, through its owns magazines VilleGiardini, Ciak, and PcProfessionale. Bioera Start Up Italia S.r.l (100% Bioera Spa) has minority stakes in Boole Server S.r.l., active in the computer security software market with a world leading product; and in Bio4U S.r.l. operating in the vending machines industry, retailing biological food & beverages products.

For further information:**Bioera S.p.A.**

Investor relator

Ing. Canio Giovanni Mazzaro

Tel: +39 02 366 95 120

E-mail: segreteria@bioera.it