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## **Priveq – new growth partner for Parfym.se**

Parfym Sverige AB ("Parfym.se"), one of the largest online players within beauty in the Nordics, has chosen to incorporate Priveq Investment ("Priveq") as a new growth partner. The founder and the current CEO will continue to be a part of the ownership group.

Parfym.se was founded in 2005 as an online challenger to traditional perfumeries. Today Parfym.se is one of the largest beauty e-tailers with three websites and operation in Sweden and Finland. The company offers a complete assortment within beauty – hair care, makeup, skincare and fragrances, with a brand portfolio including both strong international and local brands in different price segments.

*"We are very pleased to team up with Parfym.se and contribute to the company's continued growth journey. We have followed the company for a long time and are impressed by its strong market position and how it since the start of the company has managed to balance high growth with double digit profit margins in a highly competitive segment"* says Maria Perez Hultström, Investment Manager at Priveq.

*"Our team is looking forward to have Priveq as our partner – strengthening our continued development We are convinced that Priveq with its broad competence will contribute going forward and we are looking forward to an exciting future together"* says Darko Drašković, CEO at Parfym.se.

*"As founder of Parfym.se, I am pleased to bring in Priveq as partner. I am looking forward to, together with Priveq, continue the development that Parfym.se has had up until today"* says Per Ejerhed, founder and former majority owner of Parfym.se.

### **For further information, please contact:**

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### **About Parfym.se**

Parfym.se is a Nordic online actor within beauty offering a complete assortment with over 200 established brands in different price segments. The company was founded in 2005 in Sweden and has since expanded to Finland and has become a favorite among the customers. Parfym.se operates three websites targeting different customer segments and has a turnover exceeding SEK 200m. The head office is located in Stockholm, Sweden.

Visit [www.parfym.se](http://www.parfym.se) for more information.

### **About Priveq Investment**

For 35 years, Priveq Investment has invested in profitable growth companies. The business concept is to generate value through long-term investments and active ownership in unlisted growth companies. Since 1983, approximately SEK 6 billion has been managed and Priveq Investment and its employees have carried out 126 investments and been involved in taking 25 companies to an IPO. The current portfolio consists of 18 companies which has a total revenue of approximately SEK 5 billion and 2,000 employees. Some of the current portfolio companies are 21 Grams, Danfo, ILT Inläsningstjänst, Ports Group and Visual Art. Behind Priveq Investment is essentially a number of long-term, institutional pension funds in the Nordics and Europe, for example Skandia Liv, Fjärde AP-fonden, Kommunal Landspensjonskasse (KLP) and Europeiska Investeringsfonden (EIF).

More information is available at [www.priveq.se](http://www.priveq.se). Visit [www.priveq.se](http://www.priveq.se) for more information.