



**Permira Funds to Partner with Founders of John Masters Organics Inc. and Styla Inc.
to back Global Expansion of John Masters Organics**

May 23, 2016, New York and Tokyo – Permira, the global private equity firm, announced today that a company backed by the Permira funds has agreed to acquire a majority of the shares of John Masters Organics Inc. (“JMO”), owner of the premium organic personal care brand “John Masters Organics”, as well as Styla Inc. (“Styla”), the exclusive distributor of John Masters Organics in Japan and East Asia at an enterprise value of JPY 37 billion (approx. US\$ 336 million, US\$1=JPY110). Mr. John Masters, the founder of JMO and Mr. Yoshimune Noda and Ms. Maiko Noda, the founders of Styla, will continue to be involved in the combined businesses under the new partnership.

JMO was established in 1991 by Mr. John Masters, a well-known celebrity stylist in SOHO New York. The brand is committed to urban wellness, providing luxury, organic beauty that treats both its customers and the earth with respect. John Masters Organics currently distributes its premium, organic personal care products in more than 40 countries. Styla, founded by Mr. and Ms. Noda, became the exclusive distributor of the brand in Japan and East Asia in 2007. John Masters Organics has received a number of awards from numerous media outlets and customer organisations, demonstrating its leadership in organic personal care.

Permira has a long and established track record of successfully partnering with premium and lifestyle brands to create global leaders, including brands such as Hugo Boss, Valentino and Dr Martens. With expertise in global expansion and a depth of understanding of premium and lifestyle brands, as well as its wide global network, Permira is well positioned to support further global expansion of John Masters Organics in partnership with the founders.

Mr. John Masters, the founder of JMO stated, “I am delighted at this new partnership and thrilled by the prospect that working with Permira can help bring my vision of super natural beauty and organic, urban wellness to more people around the world who deserve to look and feel their best, knowing that the products they are using are composed of the best, most organic ingredients.”

Mr. Yoshimune Noda, founder of Styla, stated, “With our expertise in distribution and product development together with the Permira funds’ brand experience, investment support and outstanding global network, I believe we can not only continue to deliver the highest quality organic products to our discerning customers, but expand our offering to even better serve their needs.”

Ryo Fujii, Head of Japan at Permira stated, “We are very excited to announce this partnership with Mr. John Masters and Mr. and Ms. Noda with a view to further develop John Masters Organics globally. Our goal is for the brand to continue its leadership in premium organic personal care and to provide access to John Masters Organics products and vision to an even wider audience.”

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Press Release

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About Permira

Permira is a global investment firm. Founded in 1985, the firm advises funds with a total committed capital of approximately €25 billion (JPY 3 trillion) and makes long-term investments in companies with the objective of transforming their performance and driving sustainable growth. The Permira funds have made over 200 private equity investments in five key sectors: Consumer, Technology, Industrials, Healthcare and Financial Services. Permira employs over 200 people in 14 offices across Europe, North America, and Asia. For more information visit: www.permira.com