



Industry

kdc/one

KNOWLTON DEVELOPMENT
CORPORATION

acquired 100 % of the capital of

ALKOS
GROUP

 societex
CORPORATE FINANCE

SELLERS ADVISOR

- ALKOS Group comprises INTER Cosmétiques, SAGAL Cosmétiques and ALKOS Cosmétiques with a portfolio of unique and innovative 'Made in France' products across makeup, skincare, pencils and perfumed deo sticks and soap, all of which serve major worldwide cosmetics brands and include the only French manufacturer of makeup pencils
- ALKOS Group employs more than 400 full-time employees in state-of-the-art facilities totaling more than 27,000 square meter.
- Established in 2002, KDC/ONE has grown organically and through acquisitions to become the leading personal care, beauty, over-the-counter, and home, industrial and auto care brand in North America.
- In November 2018, KDC/ONE partnered with Cornell Capital, a private investment firm based in New York and Hong Kong, to drive international growth and enhance KDC/ONE's ability to continue to invest in top-tier product innovation and best-in-class manufacturing capabilities.

- The acquisition of ALKOS Group is the latest for KDC/ONE, as it continues to execute on an international growth strategy to broaden its geographic footprint and solidify its global leadership.
- "ALKOS Group has deep roots in the cosmetics sector, an unmatched reputation for product quality and innovation, and a customer-focused vision that will provide KDC/ONE with strategic access to the European market and unique technologies that reinforces our position as a leader in prestige beauty," said Nicholas Whitley, President and CEO of KDC/ONE.
- Gérard Gieux, founding owner of ALKOS Group said: "With KDC/ONE, the ALKOS Group will have access to the capital needed to continue making essential investments in its business and its products, solidifying its leading market position. The ALKOS Group is excited to enter new markets and continue to deliver quality products to new and existing customers alongside a trusted partner that shares same values that will ensure the sustainability and long-term growth of ALKOS Group".

Customer testimonial

Gérard GIEUX, founding owner of ALKOS Group

«As an entrepreneur, Societex’s presence has given me a strategic vision and allowed me to take a step back in a daily work that leaves little room for reflection.

Societex has always been able to provide me with right advice, whether in difficult times or in times with significant growth, and I have been able to appreciate the negotiating skills deployed on every occasion since our collaboration, more than 12 years ago.

Finally, the human values I found there also explain this long and successful collaboration. »

SOCIETEX approach

- SOCIETEX has been mandated exclusively as part of the sale of the company, in order to advise and assist it in identifying investors, negotiating and structuring the transaction.
- ALKOS Group has called on SOCIETEX’s know-how and expertise in the field of transactions in the cosmetic industry.

SOCIETEX team



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Last deals realized by SOCIETEX in cosmetics industry

COSMÉTIQUES
FABRICATION DE PRODUITS DE MAQUILLAGE & DE SOINS – PACKAGING HAUT DE GAMME

MBO PARTENAIRES
mbo

ET LES CADRES DIRIGEANTS
ont acquis 100% du capital du groupe

COSMOGEN®
SKINCARE & PACKAGING
www.cosmogen.fr

auprès du groupe
AAXEN – ALKOS GROUP
ALKOS
GROUPE
www.alkos-group.com
France

Societex a initié la transaction et conseillé les cédants

COSMÉTIQUES
FABRICATION DE PRODUITS DE MAQUILLAGE & DE SOINS – PACKAGING HAUT DE GAMME

MBO PARTENAIRES
mbo

ET LES CADRES DIRIGEANTS
France
ont acquis une participation majoritaire au capital du Groupe

ALKOS - **COSMOGEN**
www.alkos-developpement.com www.cosmogen.fr

France
permettant la sortie de
BPI France Investissement et NCI Gestion
Societex a initié la transaction et conseillé les cédants

CONCEPTION, MARKETING & DISTRIBUTION D'ACCESSOIRES DE MODE

EdRIP
EdRIP
France

a pris une participation minoritaire au capital du

groupe **TWC**
« The Watches Connection »
France

Societex a initié la transaction et conseillé les cédants

AGROALIMENTAIRE – DOMAINE VITICOLE

LOUIS ROEDERER CHAMPAGNE ET LA FAMILLE OTT
LOUIS ROEDERER
CHAMPAGNE
France

ont acquis 100 % du capital de
HOLDING VITICOLE OTT
contrôlant
www.domains-ott.com
France

Societex a initié la transaction et conseillé les cédants

COSMÉTIQUES PARFUMERIE
FABRICATION DE PRODUITS DE MAQUILLAGE & DE SOINS

ALKOS DEVELOPPEMENT
France
a acquis 100 % du capital de
ALKOS COSMÉTIQUES
France

avec le concours de
CDC ENTREPRISES AVENIR ENTREPRISES NCI GESTION
CDCentreprises AVENIR ENTREPRISES NCI

Societex a initié la transaction et levé la dette

COSMÉTIQUES PARFUMERIE
DISTRIBUTEUR DE PRODUITS DE LUXE POUR LE BAIN

SJ PARTNERS et le Management
www.sjpartners.com
USA

ont acquis 100 % du capital de
EUROPEAN SOAPS, Ltd
Pré de Provencet
USA

Les sous-signés ont initié la transaction & conseillé le cédant

COSMÉTIQUES PARFUMERIE
DISTRIBUTION DE PRODUITS DE BEAUTÉ

KRUIDVAT HOLDING
KRUIDVAT HOLDING
www.kruidvatholding.nl
Pays-Bas

a pris une participation majoritaire au capital de

NOCIBÉ
www.nocibe.fr
France

Societex a initié la transaction et conseillé les cédants

COSMÉTIQUES PARFUMERIE
FABRICATION DE PRODUITS DE MAQUILLAGE & DE SOINS

ALKOS DEVELOPPEMENT
Holding de Reprise de
ALKOS COSMÉTIQUES
France

a acquis 100 % du capital de
FINANCIERE BEAUTE
Holding de
INTERCOSMÉTIQUES et de SAGAL
France

Societex a initié les transactions, conseillé les acquéreurs et levé la dette