

FIDELIO CAPITAL

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Fidelio Capital acquires NN07

Fidelio Capital has signed an agreement to acquire NN07, an international premium casual menswear brand

NN07 was founded in Copenhagen 2007 and has grown significantly since its foundation. The product offering is a full clothing range including chinos, jeans, shirts, knitwear, outerwear and jerseys. NN07 is today owned and operated by its CEO Tommy Holte and Brand Director Victor Lindh. The NN07 brand is sold and marketed both in Europe and in the US with Sweden, Denmark and Norway being the largest markets. The NN07 products are sold through its concept store in Copenhagen, department stores, selected leading wholesalers, its own online store NN07.com and online multibrand retailers.

NN07 constantly aims to create clothes that stand the test of time and become more beautiful the more you wash and wear them. The brand's ability to refine classic menswear and create the originals of tomorrow with superior quality of fabric and production has led to a strong following of loyal wholesalers and end customers. NN07 has over time established close partnerships with leading customers such as Mr. Porter, Harvey Nichols, Liberty, NK, Magasin, Høyer, MQ and Bloomingdale's. The company has launched its own online store, NN07.com, which is experiencing very positive growth.

"We have been very impressed with the employees and management team at NN07. Customer feedback has also been strong thanks to NN07's high ranking when it comes to quality/price ratio, high portion of recurring products and the ability to expand the product offering without losing focus or identity. We believe that the company is well positioned to benefit from the strong underlying trend in the market as well as the migration towards online sales. There is significant international interest in the company's products and we look forward to support the company in its continued expansion" says Martin Erleman, Partner at Fidelio Capital

"This is for NN07 the perfect match – the NN07 lifestyle is about seeking for deadly dedicated people wherever they can be found and in Fidelio we have found a team with the same mindset. NN07's core focus is creating unique products and the team is constantly striving to make the originals of tomorrow. This dedication was understood directly by the people at Fidelio. They share our vision and understand the NN07 lifestyle and with their complementary skills we will together be able to accelerate the international expansion and improve our online and retail offering further." says Tommy Holte, CEO at NN07

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Fidelio Capital will become majority owner post the transaction with management and previous owners re-investing to hold a significant minority of the company. The transaction is expected to close in Q3 2016.

For further information, please contact

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About NN07:

NN07 is a lifestyle clothing company which is built on dedication for quality, attention to detail and craftsmanship. From the headquarter at Holmen in Copenhagen the NN07 team aims to create Originals of Tomorrow through uncompromising fit, design and quality. The NN07 products are sold through NN07's Concept Stores, 55 shop-in-shops, leading department stores and selected leading wholesalers and onliners. For more info see www.nn07.com.

About Fidelio Capital:

Fidelio Capital is a Swedish investment company that primarily targets investments in non-public companies. Our aim is to be an active owner working closely with management to drive growth and create healthy and strong businesses. Fidelio Capital is privately owned and has no external investors and we can consequently be a long-term, flexible and pragmatic investor, able to make quick decisions. By working closely with management we help our portfolio companies to improve by providing expertise, commitment and capital.