

IEVA Group, founded and chaired by Jean Michel Karam, acquires Intuiskin, the parent company of skincare and haircare brands IOMA, IOMA Hair, and Made with CARE, from Unilever, 10 years after its acquisition.

IEVA Group completes a new funding round led by Crédit Mutuel Innovation with the participation of SEB Alliance, and acquires Intuiskin, the parent company of skincare and haircare brands IOMA, IOMA Hair, and Made with CARE, from Unilever, thus allowing the multinational corporation to get a stake in the Group.

IEVA Group, the leading company founded in 2020 by Jean Michel Karam that is revolutionizing the world of beauty and well-being through its personalized beauty brands, services and experiences, enabled and powered by technology and data, announces the finalization of the acquisition of Intuiskin and its leading brands in personalized beauty (skincare and haircare), in parallel with a new funding round.

Intuiskin, a forerunner and pioneer in beauty tech and personalization founded by Jean Michel Karam in 2010, was acquired by Unilever in 2012. After 10 years of growth within the Unilever universe, IOMA, the N°1 brand in Personalized Cosmetics, as well as the trendy, clean skincare brand, Made with CARE, have joined the portfolio of IEVA Group's beauty brands, which already includes makeup brands L'Atelier du Sourcil and boudoir du regard, as well as the organic and technical haircare brand ELENATURE.

Following this acquisition, Unilever becomes a minority shareholder of IEVA Group, together with Crédit Mutuel Innovation and SEB Alliance, its historical investors providing the funds for this funding round that increases the group's cash flow by €9 million.

IEVA Group is now organized into three business units:

IEVA Beauty

including beauty brands covering several categories of the cosmetics market

Skin care and body care (IOMA, Made with CARE), **Hair care** (IOMA Hair, ELENATURE), **Makeup** (L'Atelier du Sourcil, boudoir du regard) and **Permanent makeup** (i-pigment)

IEVA Tech

Leader in beauty tech, offering groundbreaking technological solutions

myIEVA, the personalized beauty tech subscription, flagship of the group
Professional skin and hair diagnostic devices (IOMA Sphere, IOMA Mirror, HairDiag...)
Technological laboratories for personalized formulation (In.Lab, In.Lab Hair)
Smart jewelry and smartwatches (Twin.C, Time.C)
Data and IEVA Cloud
"Technologies for Life" services

IEVA Experience

with more than 150 boutiques

L'Atelier du Sourcil, boudoir du regard and the group's e-shops, real experience points for all IEVA Group solutions.



"This acquisition, backed by this fundraising, is a major step in the development of IEVA Group. Henceforth, the group's footprint reaches the various categories of the beauty industry with innovative and groundbreaking solutions, thus confirming its unquestioned leadership in personalized beauty," says Jean Michel Karam, founder and CEO of IEVA Group.

IEVA Group has reinvented everyone's relationship with their beauty thanks to the unique holistic beauty offer. IEVA puts its patented technologies (existing and future ones) at the service of life, each person, and the planet, to provide a complete and long-lasting beauty solution to its consumers.

IEVA group's goal is to meet the consumer's needs for well-being and beauty, including those related to skincare, haircare, makeup, and personalized beauty services performed in our specialty stores."

Jean Michel Karam, founder & CEO of IEVA Group



"We are delighted to take part in this funding round, allowing IEVA Group to speed up its already sustained growth. We have been trusting the management and closely following the activities led by Jean Michel Karam for many years. We are proud to contribute to the expansion of this innovative and pioneering player in the beauty tech world, having become the undisputed leader in personalized beauty through this acquisition," states Stephane Simoncini, Director at Credit Mutuel Innovation



About Crédit Mutuel Innovation

Crédit Mutuel Innovation is the venture capital subsidiary of Crédit Mutuel Equity (€3.5 billion of capital under management). It invests between €1 and €20 million in innovative companies in the digital, life sciences and deeptech sectors. Crédit Mutuel Innovation enables entrepreneurs to develop their growth potential by connecting them to companies in its ecosystems. Because it takes more than 5 years to create a world leader, Crédit Mutuel Innovation invests its own capital on a long-term basis and builds long-term relationships with the entrepreneurs it supports.

For more information: www.creditmutuel-innovation.eu

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About Seb Alliance

Groupe SEB created the SEB Alliance corporate venture arm in May 2011 to follow trends in the small domestic equipment market and in an open innovation approach destined to cover new technologies and expertise. SEB Alliance is both a tracker of technological developments and an investment structure. Since its creation, SEB Alliance has made over twenty direct minority investments, notably in the following 3 areas: the connected world, well-being, and sustainable development. SEB Alliance has also invested in several thematic venture capital funds. <https://www.groupeseb.com/fr/seb-alliance-corporate-venturecapital>.

About Unilever

Unilever is one of the world's leading suppliers of Beauty & Wellbeing, Personal Care, Home Care, Nutrition and Ice Cream products, with sales in over 190 countries and products used by 3.4 billion people every day. We have 148,000 employees and generated sales of €60.1 billion in 2022. Our vision is to be the global leader in sustainable business and to demonstrate how our purpose-led, future-fit business model drives superior performance. We have a long tradition of being a progressive, responsible business. The Unilever Compass, our sustainable business strategy, is set out to help us deliver superior performance and drive sustainable and responsible growth, while:

- improving the health of the planet;
- improving people's health, confidence and wellbeing;
- and contributing to a fairer and more socially inclusive world.

For more information about Unilever and our brands, please visit www.unilever.com

About IEVA Group

IEVA Group is a player that is revolutionizing the world of beauty and well-being with technological, personalized, and customer-centric solutions, with active attention to environmental protection. IEVA Group is organized into 3 business units:

- 1. IEVA TECH:** with the beauty-tech solutions "Technologies for life," TWIN.C, the smart piece of jewelry by IEVA, and TIME.C smartwatches, and especially with the myIEVA subscription service.
- 2. IEVA BEAUTY:** with IOMA Paris and Made with CARE skincare brands, IOMA Haircare and ELENATURE haircare brands, and L'Atelier du Sourcil and boudoir du regard makeup brands.
- 3. IEVA EXPERIENCE:** IEVA boutiques and experience points with its 2 specialty store networks, L'Atelier du Sourcil and boudoir du regard, as well as the Group's brand digital platforms.



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