

PARIS
MAY 10, 2022



Ardian acquires a stake in Nutripure, a digital brand specializing in sports nutrition and food supplements

Ardian, a world-leading private investment house, announced today that it has acquired a stake in Nutripure, with Bpifrance completing the financing round. Founded at the end of 2017 by two brothers, Christophe Carrio, five-time world karate champion, and Florent Carrio, Nutripure is a Digital Native Vertical Brand (DNVB), which develops and distributes food supplements and organic superfoods, mostly via its own website.

Nutripure has experienced strong growth of over 90% per year since its creation and has been profitable since its inception. The company is becoming a leader in its market, notably due to its unique positioning covering a variety of sports and health needs. The brand is recognized by consumers for its premium quality, relying on naturalness, purity and traceability of components, with all of its products manufactured in France.

Initially created to address the needs of professional athletes, Nutripure is now targeting anyone wishing to take care of their health. The depth of the offering is materialized by four categories of products: Health & Metabolism, Muscle Gain & Endurance, Tendons & Ligaments, and Healthy Nutrition. The brand offers a growing range of products dedicated to specific needs, including sleep quality, stress reduction, joints care, blood circulation improvement, which now represent the majority of the company's revenues.

Ardian's investment in Nutripure will allow the company to prepare for the next phase of its development, while maintaining its strong growth trajectory. Ardian Growth's team, with its investment track record in the sector, will provide Nutripure with access to its vast network. The team will work with the founders on the company strategic pillars, including product development, marketing positioning, sales channel optimization, as well as the company's internal organization. Bpifrance will also contribute to the plan by providing its support services.

"We are very happy to join Florent and Christophe Carrio in this new step of the Nutripure's development. This company and its founders are fully in line with Ardian Growth's DNA, with a profitable growth model and a committed vision. Our investment in Nutripure will allow us to provide the founders with our expertise in e-commerce business models, as well as in the health sector and dietary supplements in particular."

● **FRÉDÉRIC QUÉRU** ● MANAGING DIRECTOR IN ARDIAN'S GROWTH TEAM

"In four years, Nutripure has succeeded in becoming a reference brand in the sector. Ardian's and Bpifrance's investment reflects our desire to secure future growth while remaining a majority stakeholder. Our

mission to help everyone achieve their personal or sporting goals remains unchanged, just like the team of athletes we are supporting for Paris 2024."

● **FLORENT CARRIO** ● FOUNDER OF NUTRIPURE AND CEO

"High level performance is always associated with three core principles: willpower – fundamentals – a progressive and rational application. I have been applying these principles personally for the past three decades and my brother and I have been passing this on and sharing this with the Nutripure community. Ardian's and Bpifrance's entry will allow us to progress and reach more people by helping them to make progress while improving their health."

● **CHRISTOPHE CARRIO** ● FOUNDER OF NUTRIPURE

"Supporting an ambitious e-commerce player in a booming market with an authentic brand is fully in line with Bpifrance's mission. Nutripure and its founders embody values that we hold dear. We are proud to invest alongside Ardian Growth, an investor specializing in the sector, and to support Florent and Christophe in the development of this unique player!"

● **ARNAUD DESPOISSE** ● SENIOR INVESTMENT MANAGER AT BPIFRANCE

LIST OF PARTICIPANTS

Ardian

Ardian Growth: Frédéric Quéru, Kevin Delvas

Bpifrance: Christine Busque, Arnaud Despoisse

Financial advisor: Crowe HAF (Thomas Corbineau, Julien Latrubesse, Thyl Bourgeois, Martin Lecina)

Transactional legal advisor: Gaftarnik Lévi Le Douarin (Mickaël Levi, Sarah Mobtahij)

Social legal advisor: Lys Avocats (Siham Belarbi, Chloé Van Parys)

Tax advisor: Mamou & Boccara (Laurent Mamou, Camille Stofati, Margot Mantez)

Strategic advisor: Digital Value (Arnaud de Baynast, Romain Bury)

Nutripure

Nutripure: Florent Carrio, Christophe Carrio

Merchant bank: Potomac Transactions (Sébastien Drouot, Ahmed Soibah Eddine)

Financial advisor: Exelmans (Manuel Manas, Thierry Willemain)

Legal advisor: Apollo Avocats (Guillaume de Ternay, Emmanuelle Prost, Quentin Nicodex)

Financing advisor: Caisse d'Epargne Languedoc Rousillon (Cedric Thoma, Yan Lagoutte)

ABOUT ARDIAN

Ardian is a world-leading private investment house with assets of US\$125 billion managed or advised in Europe, the Americas and Asia. The company is majority-owned by its employees. It keeps entrepreneurship at its heart and focuses on delivering excellent investment performance to its global investor base. Through its commitment to shared outcomes for all stakeholders, Ardian's activities fuel individual, corporate and economic growth around the world. Holding close its core values of excellence, loyalty and entrepreneurship, Ardian maintains a truly global network, with more than 880 employees working from fifteen offices across Europe (Frankfurt, Jersey, London, Luxembourg, Madrid, Milan, Paris and Zurich), the Americas (New York, San Francisco and Santiago) and Asia (Beijing, Singapore, Tokyo and Seoul). It manages funds on behalf of more than 1,200 clients through five pillars of investment expertise: Secondaries, Direct Funds, Infrastructure, Real Estate and Private Debt.
www.ardian.com

ABOUT NUTRIPURE

It was at the end of 2017 that NUTRIPURE made its entry into the food supplement market. NUTRIPURE achieved a very successful start thanks to the fame and expertise of its founder, Christophe Carrio. A five-time world champion in artistic karate, Christophe has been sharing his training and nutritional advice for over 20 years within the CTS Method, which is followed by nearly 300,000 people on Facebook, Instagram and Youtube. The Method is part of a global approach based on the "foundations of health", unavoidable principles: Sleep better/Breathe better/Move better/Eat better/Think better.

Not able to find a product offering that was meeting his level of requirement in the current market, Christophe decided to found NUTRIPURE with the help of his brother Florent. NUTRIPURE's approach is honest, without false promises: customers are encouraged to resume good eating habits and then to accompany this process by taking supplements. The values that drive Nutripure are operational excellence, authenticity and sharing.
www.nutripure.fr

ABOUT BPIFRANCE

Bpifrance Investissement is the management company that handles Bpifrance's equity investments. Bpifrance is the French national investment bank: it finances businesses – at every stage of their development – through loans, guarantees, equity investments and export insurances. Bpifrance also provides extra financial services (training, consultancy) to help entrepreneurs meet their challenges (innovation, export...). More information on: www.presse.bpifrance.fr
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