

# PREMIUM EQUITY PARTNERS

## **PREMIUM Equity Partners Acquires Majority Stake in ic! berlin-Group**

*Berlin Based Eyewear Manufacturer Accelerates Its International Growth*

Berlin and Frankfurt, 20 October 2017

Funds managed by PREMIUM Equity Partners, Frankfurt, acquired the majority in Berlin based ic! berlin-group. Co-founder and sole shareholder Ralph Anderl retains a significant share and becomes member of the advisory board. CEO Jörg Reinhold took over a share in the company and together with his highly creative team will continue to internationally expand this premium eyewear brand.

ic! berlin was founded in 1999 and has grown into one of the most popular German eyewear brands in the upper price segment of the market. The collections of sunglasses and prescription frames are best known for their high quality and excellent wearing comfort. ic! berlin became famous for its patented screwless hinge and as a pioneer of super light sheet-metal glasses. Besides metal frames the product portfolio today also comprises all other common materials such as acetate, 3D-printed polyamide as well as buffalo horn – all manufactured in ic! berlin's own factory in Berlin. Today, ic! berlin already has a remarkable global footprint. Frames are available in more than 60 countries and two-thirds of sales are generated outside Europe, notably USA and Asia.

Around 190 employees work for ic! berlin in Europe, the USA and Asia. PREMIUM's industry partner and Chairman of ic! berlin's new advisory board, Dr. Wolfgang Rebstock, longtime former CEO of Eschenbach, an international optical company, says: "The creativity of its staff forms the basis of ic! berlin's future growth. We will further improve brand awareness and market penetration in order to increase clients' enthusiasm for our products. At the core of ic! berlin's future development is its high-class production in Berlin which supports its strong design-to-market ability."

Ralph Anderl: "Together with PREMIUM's support I was able to initiate succession for my company. Jointly we will continue ic! berlin's uncompromising development. I am happy that we were able to fascinate PREMIUM for our future projects. As worldwide sheet-metal glasses salesman I will stay close with the company."

Marcel van Wijk, Managing Partner of PREMIUM: "We look forward to the conversion of ic! berlin's ambitious growth plans. Its international presence, its production- and design-know-how as well as the team's dynamics are best preconditions to continue ic! berlin's successful development."