

NEWS RELEASE

February 14, 2019

Announcement Regarding Acquisition of Elise Fashion Limited

Advantage Partners is pleased to announce that on December 4, 2018, the Advantage Partners Asia Fund and affiliated entities (“AP Funds”) acquired Elise Fashion Limited, one of the top women’s fashion brands in Vietnam, and its affiliate companies (collectively, “Elise” or the “Company”).

Founded in 2011, Elise is a leading Vietnamese women’s fashion brand targeting the 20-45-year-old segment, driven by its mission to “Deliver sustainable accessible luxury to the world, underpinned by a commitment to quality, ethical manufacturing and most importantly the true and authentic engagement that delivers outstanding world class service to our customers.” The Company’s operations are vertically integrated from design and manufacturing to sales at its retail locations. Elise currently operates 95 stores across Vietnam.

AP Funds were attracted to Elise due to the Company’s high-quality product line, dedication to ethical manufacturing, and leading position in the branded women's fashion market. Going forward, Advantage Partners is excited to work closely with the management team to accelerate Elise’s growth by leveraging Advantage Partners’ extensive experience in women’s fashion.

This transaction represents the first acquisition of a company in Vietnam by AP Funds, and Advantage Partners is thrilled at the opportunity to help the Company better serve the demands of Vietnam’s rapidly expanding middle class.

Details of Elise

Company Name: Elise Fashion Limited
General Director: Luu Nga
Location: Hanoi, Vietnam
Business Description: Planning, manufacturing and sale of women’s apparel



About Advantage Partners

Advantage Partners is a private alternative investment firm that provides services to private equity and other funds. Since our founding in Japan in 1992, Advantage Partners has built one of the strongest alternative asset platforms in Asia and we remain dedicated to nurturing portfolio companies into firms that remain resolutely competitive even after they have left our funds with our unique consulting-based approach. Advantage Partners maintains offices in Tokyo, Hong Kong, Singapore and Shanghai.

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