

## JB Business Consulting Berlin/Münster, successfully advised the company succession of the KLAPP Cosmetics Group

- **Mandarin Capital Partners acquires an 85 percent share in the Hessian family business Klapp Cosmetics**
- **Growth and new sales markets planned abroad**
- **Founder Gerhard Klapp remains associated with the company in an advisory role**

Hessisch-Lichtenau, May 7, 2020 - For over 40 years, the KLAPP Cosmetics Group has been a pioneer for luxurious skincare products and innovative cosmetic treatments and enjoys a high reputation in the cosmetics industry. The company with its approx. 200 employees has been able to continuously expand its core business with beauticians over the years and has successfully developed the private label business for several years. Today, 35,000 beauty institutes and premium hotels in over 60 countries worldwide build their trust in the medium-sized family business.

"For the owners of beauty institutes, it is an important USP if they can offer their customers something that other beauticians do not have on offer. We are known for always being a little ahead of time with our innovative products and cosmetic treatments. The KLAPP Cosmetics brand stands for professional beauty care on a premium level", explains the company founder Gerhard Klapp.

In order to ensure long-term company succession and implement a new growth strategy, a financially strong and competent partner was sought at Mr Klapp's side and found in Mandarin Capital Partners.

The growth investor Mandarin Capital Partners (MCP), based in Frankfurt, Milan and Shanghai, was founded in 2007 as an independent financial partner for European medium-sized companies. MCP invests in European niche companies that are industry leaders and export-oriented and can benefit from improved growth strategies in international markets. As part of the company succession, MCP has now acquired a majority stake in the KLAPP Cosmetics Group.

In order to implement its strategic goals, the cosmetics company will be able to draw on the know-how and expertise of the MCP team in the future. Production will be expanded from 2020, and all 200 jobs at headquarters and in sales will be retained. In order to further promote the strong international growth, MCP also intends to invest in additional jobs in the future. Gerhard Klapp will remain loyal to the company as a shareholder and will focus primarily on the worldwide representation of the KLAPP brand and the research and development of new innovative products. Over time, the globally recognized and popular beauty specialist will withdraw from the daily business. Nevertheless, "there are still many ideas to be implemented in order to continue to steer the company successfully into the future", emphasizes the company founder.

JB Business Consulting Ltd. London (JBBC), the medium-sized M&A consulting firm specializing in business successions, in Germany based in Berlin/Münster, initiated the transaction and acted as exclusive advisor to the company founder, Mr Gerhard Klapp, on the Sell-Side. JBBC structured and managed the entire transaction process and provided its process, financial and tactical consulting expertise. Through the successful succession, JBBC, as an advisor to the mid-market, has once again proven its ability to secure the long-term corporate succession for company founders and demonstrated its strong expertise in the consumer goods sector focussing on cosmetics.

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