

Avedon Capital Partners facilitates accelerated growth 2theloo

Amsterdam, the Netherlands 3 July 2013 – Avedon Capital Partners ('Avedon') has acquired a stake in international toilet store operator 2theloo. Avedon will provide expertise and capital to accelerate the current international expansion.

2theloo opened its first toilet store in 2011 in the Kalverstraat in Amsterdam. Currently 2theloo has around 100 stores in 8 countries. The international growth plan envisages the opening of 2,500 stores worldwide within the next 3 to 5 years. The toilet stores are located in city centres, Shell gas stations, train stations and shopping malls. Besides implementing the concept on these locations 2theloo will develop and expand their private label toiletry-related offering for their own stores as well as for third parties. This will support their ambition of becoming the worldwide market leader in toilet solutions.

About 2theloo

2theloo is a toilet concept that differentiates itself through unique toilet designs and retail offering with accompanying hygienic products. The company was founded in 2011 by Eric Treurniet (CEO) and Almar Holtz (COO) and has shown an impressive growth ever since. The 2theloo toilet stores can be found in city centres, shopping malls and gas- and train stations in the Netherlands, Spain, Poland, Israel, Hungary, Austria, Germany and Belgium. In the coming months new locations will be opened in South Africa, Portugal, France, the United States, Russia, Czech Republic and Slovakia.

Eric Treurniet/Almar Holtz: 'With the help of Avedon we will be able to accelerate the international ambitions of 2theloo and we acquire the necessary support and experience in international expansions.'

About Avedon Capital Partners

Avedon is an independent investment firm with offices in The Hague and Dusseldorf. Avedon focuses on providing growth capital to small and medium size firms with a leading position in their industry in combination with a strong, driven and committed management. Avedon offers support in increasing and realizing the (international) growth potential of companies by means of, among others, expertise in scaling the organization in combination with organic as well as acquisitive sales growth strategies.

Michel Verhoog (Avedon Capital Partners): 'We are pleased with the investment in 2theloo from our new investment fund. 2theloo is THE market leader with a unique concept and positioning and has a large amount of international expansion opportunities. We are looking forward to a fruitful partnership with management to realize the company's ambitious growth targets.'

2theloo was supported in the transaction by Lindenaar & Co Corporate Finance and De Breij Evers Boon Advocaten. Avedon was supported by Lexence, E&Y, Egon Zehnder and JSA Tax Consultancy.

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