

**Amsterdam, 18 November 2014**

## **2theloo acquires leading position in France**

The successful Dutch toilet store concept 2theloo made another important step in the realizing its growth target. With the acquisition of the Paris-based high end toilet chain PointWC, 2theloo secures a leading position in the French market.

Almar Holtz, CEO 2theloo: “This acquisition contributes to our mission to have 400 new stores in Europe in 2015. We are proud to be working with PointWC to achieve a leading position in our ‘better than home’ toilet and service concept and position ourselves in France and Europe.

PointWC is an innovative concept with luxury public toilet stores where the highest possible service is provided. The renowned “PointWC by 2theloo” toilet stores are located in prime locations in Paris; namely the Champs Elysees, in Printemps on Boulevard Haussmann in Carrousel du Louvre, in the Place d’Italie 2 and the metro station Cluny la Sorbonne.

2theloo is a successful toilet shop and service concept with clean toilets, unique design and a shop with gifts and a toilet-related range. The first toilet store opened in 2011 in Amsterdam, followed by an explosive growth of branches. Currently 2theloo has nearly 200 toilet stores in malls, petrol stations and in popular tourist locations in 13 countries. Each year, more than 40 million people are happily using the services of 2theloo.

2theloo aims to expand to 2,000 locations in 2017.

### **About Avedon**

Avedon provides growth capital to small and mid market companies with an enterprise value ranging between EUR 30 - 300 million in the Benelux and Germany. Avedon aims to support companies with strong leadership, proven business models and records of increasing revenues and earnings, and that are looking for an active, added value partner to further scale up and expand their business. Specifically Avedon supports management teams and entrepreneurs in accelerating and realizing their growth ambitions through:

- Genuine partnerships during the entire investment period, whereby Avedon is actively involved in the agreed growth plan to realize the full potential of a company. Depending on the needs and wishes of the company, Avedon supports (geographic) organic expansion, acquisitions, revenue and profitability enhancement, operations and logistics, recruiting and management information systems.
- Flexible investment structures offering tailor made solutions through majority or meaningful minority stakes and ability to provide standby capital to accelerate growth plans.
- Access to an extensive network and deep sector expertise.

***For further information:***

Avedon Capital Partners  
Gerritjan Eggenkamp  
Apollolaan 153  
1077 AS Amsterdam  
Tel: +31 (0)20 800 23 50  
Fax: +31 (0)6 20 95 88 07  
[www.avedoncapital.com](http://www.avedoncapital.com)

**Disclaimer**

'Not for distribution or release, directly or indirectly, in or into the United States or Canada or any other jurisdiction in which the distribution or release would be unlawful. None of the information contained herein constitutes an offer of, or an invitation to purchase, any interests, shares or units, nor any investment advice or services. Neither the investment funds nor their managers mentioned herein are licensed or supervised by the Dutch Authority for the Financial Markets (Autoriteit Financiële Markten) or by any other supervisory authority in any jurisdiction.'