

Press Release – 13 April 2014

## Daniel Chassagnon appointed as Chief Executive Officer of You & Home, which becomes « Swania ».



Following the acquisition of three leading French household brands: **Maison Verte** ('environmentally aware' laundry care), **O'Cédar** (wood care) and **Baranne** (shoe care), from Reckitt-Benckiser, the European healthcare, household and hygiene consumer goods group, and the creation of a new company, You & Home SAS, to acquire the assets in December 2014, Milestone is pleased to officially announce the appointment of the management team of You & Home.

**Jacques Deret**, the Non-Executive Chairman of You & Home, and Milestone appointed **Daniel Chassagnon** as Chief Executive Officer of You & Home in February 2015. Daniel Chassagnon has a 25 year experience within large FMCG groups, such as Johnson & Johnson and Danone, in the distribution and marketing of consumer goods sold in the mass retail sales channel in France and in Europe and he is an expert in brands' (re)launch and revival. Jacques Deret and Daniel Chassagnon are supported by a small and agile team, highly responsive to consumer needs.

The You & Home company became **Swania** on 1 April 2015.

**Swania's** mission is to offer ranges of « specialist products », in order to better take care of households.

**Swania's** objective is to rejuvenate its three historical brands, which are well known and highly appreciated by French consumers who are in search of authenticity:

- **Baranne**, the French leather care specialist since 1964;
- **Maison Verte**, the pioneer in the 'environmentally aware' household market, which cares for the environment for more than 26 years ;
- **O'Cédar**, the wood care specialist since 1907.

In order to lead its development plan, **Swania** will invest in its three brands, in a dedicated salesforce and in a creative R&D program. Moreover, Swania will be open to further acquisitions of additional sleeping brands with strong equity in the household sector.



### **About Milestone**

Milestone is a Luxembourg-based private equity firm, owned by its two partners, Erick Rinner and Olivier Antomarchi, which invests in European French speaking countries in Switzerland, France, Belgium and Luxembourg.

Milestone operates on the lower mid-market, between EUR20m and EUR120m enterprise value, with an equity investment between EUR15m and EUR50m per transaction. Milestone only takes majority ownership positions, and supports its investee companies' growth strategy in Europe, notably with the exclusive support of four highly experienced operating partners, with whom Milestone accumulated more than 45 years of experience.

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