

24 MARCH 2022 - **PRESS RELEASE**

MIRABAUD ASSET MANAGEMENT STRENGTHENS ITS PRIVATE EQUITY DIVISION WITH THE ARRIVAL OF CHABI NOURI AS PRIVATE EQUITY PARTNER

Geneva, 24 March 2022 – Chabi Nouri joins Mirabaud Asset Management’s Private Equity division as Private Equity Partner and will co-manage the Lifestyle Private Equity franchise alongside David Wertheimer, Private Equity Partner and Manager of the Mirabaud Lifestyle Impact & Innovation strategy.

With a wealth of experience in international luxury and consumer goods organisations, Chabi Nouri will support the Lifestyle Impact & Innovation strategy holdings to create value and growth and unleash their full potential. Together with David Wertheimer, she will also participate in developing the strategy through the study of future investments and identifying companies with high long-term growth and profitability potential.

The arrival of Chabi Nouri is in keeping with Mirabaud’s ambition to support the development of companies that are revolutionising Lifestyle, and in particular pioneering companies in tech and digital sectors. The initiative has already made eleven investments, in companies that aim to shape a new future, from California to South Korea, the UK, Denmark and France, with the aim of meeting the needs of a new generation of socially aware consumers who aspire to a more inclusive and responsible world and to making a positive global impact.

Chabi Nouri states: “After more than twenty years dedicated to operational excellence and the continual pursuit of creating corporate value, I am pleased to be bringing my expertise to Mirabaud Asset Management’s Private Equity team to help identify and support the growth of future leaders in the Lifestyle sector. I am driven by the same entrepreneurial spirit that sets the Mirabaud Group apart, a two-hundred-year old company that offers a unique blend of heritage and innovation. I am delighted to be joining a team that is as close-knit as it is talented, and to be combining my expertise with David’s to create even more value together”.

David Wertheimer is full of praise: “I am extremely pleased that Chabi will be joining me as head of Mirabaud Asset Management’s Lifestyle Private Equity division. Her experience in key positions in major international groups combined with her in-depth knowledge of the Lifestyle world will be of great value, both for the development of our business and for our holdings, which will benefit from unparalleled strategic and operational support”.

The complementary nature of David Wertheimer and Chabi Nouri’s unique partnership in the world of luxury and Private Equity marks a new chapter in the development of Mirabaud Asset Management’s Private Equity Lifestyle franchise. There are plans for a second vintage on this theme to be launched after the final closing of the Lifestyle Impact & Innovation, which will take place during 2022.

Alongside David Wertheimer and Chabi Nouri, the expert team overseeing our Lifestyle Impact & Innovation strategy includes Renaud Dutreil, Chairman of Mirabaud's Private Equity business, and Luc-Alban Chermette, Vice-chairman of the division.

Lionel Aeschlimann, CEO of Mirabaud Asset Management and Managing Partner of Mirabaud states on behalf of the Group: "We are delighted to welcome Chabi alongside David in strengthening Mirabaud Asset Management's Private Equity business. The pairing of their profiles and complementary expertise fuel our driving ambition in this area.

We are particularly proud of the success of the Lifestyle Impact & Innovation strategy, which embodies the entrepreneurial spirit of the Mirabaud Group. Our Lifestyle Private Equity business meets investors' demands for conviction-based, long-term investments with a positive global impact".

About Chabi Nouri

Before joining the Mirabaud Group, Chabi Nouri was President and Chief Executive Officer of the Piaget watch and jewellery company (Richemont Group).

She began her career in 1998 at Cartier (Richemont Group) where she held various positions in operational marketing, merchandising, retail and jewellery marketing, where she was responsible for the brand's creative and fine jewellery collections. In 2008, she joined the international British American Tobacco (BAT) group as Global Director of the Vogue cigarette brand before becoming Director of Sales & Marketing for BAT in Switzerland. She then rejoined the Richemont Group in 2014 as Chief Marketing Officer of Piaget and took over as head of the company in early 2017. After seven years with Piaget, Chabi took on a strategic advisory role with the Richemont Group, reporting to its CEO.

Chabi is a Swiss citizen and a graduate of the University of Fribourg. She has also been a member of the YPO (Young President Organization) since 2017.

Driven by a thirst for challenge and continual skill development, Chabi has also completed several studies, providing her with in-depth expertise in leadership and digital transformation (IMD Business School, Switzerland), as well as in digital strategy for business (Massachusetts Institute of Technology, USA).

Mirabaud Asset Management

With offices in Geneva, Zurich, Luxembourg, Paris, London, Madrid and Milan the Mirabaud Group's Asset Management division focuses on investment management and advisory services.

Its investment capabilities include:

- domestic, regional and global equities;
- flexible, convertible, high-yield & short duration fixed income;
- alternatives;
- multi-asset;
- Private Equity

Across all investments Mirabaud Asset management applies a common philosophy of an active, high conviction approach to generating long-term risk adjusted returns. A focus on managing risk and a commitment towards environmental, social and corporate governance principles are important constituents of Mirabaud's heritage.

For more information, please visit our website: www.mirabaud-am.com

The Mirabaud Group

The Mirabaud Group was founded in Geneva in 1819. With its four core values of Independence, Conviction, Responsibility and Passion, it has grown over the years into an international group offering its clients personalised financial services and advice in various areas of activity. Its expertise lies in Wealth Management (portfolio management, investment advice and services for independent asset managers), Asset Management (institutional management, fund management and distribution) and highly specialised Corporate Finance services (equity research, corporate advisory, capital markets and execution).

Mirabaud has always been strongly committed to responsibility and sustainability. This is reflected in its interactions with clients, employees and society as a whole. As a signatory of the United Nations Principles for Responsible Investment (PRI) since 2010, Mirabaud has the highest rating in this area thanks to its governance and its committed global strategy.

The Group employs around 700 staff and has offices in Switzerland (Geneva, Basel and Zurich), Europe (London, Luxembourg, Paris, Madrid, Barcelona, Valencia, Seville and Milan) and the rest of the world (Montreal, Dubai, Abu Dhabi, Montevideo and São Paulo).

For more information, please visit our website: www.mirabaud.com

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