



PRESS INFORMATION

's-Hertogenbosch, 08 August 2020

ACQUISITION OF COOLBLINDS BY MZURI HOLDINGS (DECORA)

08 August 2020 – From 08 of August, Northern Ireland based Mzuri Holdings, which owns Decora Blind Systems, acquired the Netherlands based Coolblinds. The agreements have been signed and completed.

The acquisition brings the group's total workforce to just over 1,300, including some 1,000 at Decora's Lisburn headquarters. Established in 2010, Coolblinds similarly to Decora sells made to measure blinds, with its main market in the Netherlands and Belgium. Mzuri Holdings chairman John Davison said the acquisition will enable the company to invest further in product development to the wider benefit of consumers.

John Davison: "We also recently welcomed BGF as an investor in Mzuri to work with us to expand our business across Europe. This transaction represents the next phase of our growth journey."

Mzuri was advised in the deal by World M&A Alliance partner companies Goodbody Corporate Finance and Blacktrace. Director of Goodbody Corporate Finance Don Harrington said: "Mzuri has an ambitious goal of transforming a family owned business into a European leader in window coverings".

SHORT PROFILE MZURI HOLDINGS

Established in 1979, Decora's founders Michael and Lynda Dickson began the Decora journey selling external awnings to local Northern Ireland trade. A visionary company since its primary years, the business invested in machinery to create manufacturing capability and, in 1981 expanded to provide internal blinds. Wholesaling of components and fabric to the trade was a further development and integral to the strategy of setting up manufacturers throughout the UK and Ireland..

Detailed information about Mzuri Holdings and Decora is available at www.decora.co.uk

SHORT PROFILE COOLBLINDS

Coolblinds is a the Netherlands based online retailer of made to measure blinds under the brand names 123jaloezie.nl, plisse gordijn.nl and rolgordijnland.nl.

Detailed information about Coolblinds is available at www.123jaloezie.nl

SHORT PROFILE BLACKTRACE MERGERS & ACQUISITIONS

Blacktrace is an award winning independent merger and acquisition specialist, providing guidance for medium-sized and large businesses when implementing merger and acquisition transactions, attracting shareholder capital and arranging funding. Blacktrace helps companies make the transition to a higher level and provide professional support in the following areas: divestment, acquisition, management buy-out, corporate valuation, corporate financing and corporate exit.

Detailed information about Blacktrace is available at www.blacktrace.nl



CONTACT DETAILS ON THE TRANSACTION

Blacktrace Mergers & Acquisitions
Mrs. Wies Cornelius
Statenlaan 18
5223 LA 's-Hertogenbosch
The Netherlands
T +31 (0) 85 043 11 48
E wies.cornelius@blacktrace.nl