

PRESS INFORMATION

's-Hertogenbosch, 15 July 2021

NEDERLANDS MERKGOED INVESTS IN E-COMMERCE FASHION BOUTIQUE ORANGEBAG

Veghel, 15 July 2021 – Orangebag, a renowned e-commerce player in fashion, attracted investment to realize its ambitious growth plans over the coming years. Nederlands MerkGoed took a stake in the company and actively supports in accelerating growth, with a focus on increasing the brand awareness, growing the collection, international expansion, and further optimization of the customer journey. Current management stays onboard to lead the company in this new phase.

Orangebag founder Tineke Sluiter chose for Nederlands MerkGoed because of their knowledge in the field of marketing and brand building. “Orangebag grows for years now, but our ambitions reach further. We envision Orangebag to become a renowned name in the Netherlands and surrounding countries. A strong brand name is essential. We believe Nederlands MerkGoed is the partner to realize these plans with.”

Investment Partner Arnaud van der Vecht says Orangebag is a valuable addition to the Nederlands MerkGoed portfolio: “With Orangebag we invest in a true growth proposition. The company continuously shows good results, the customer loyalty is high and operations are smooth. We plan to scale up the business by working on the brand awareness.”

SHORT PROFILE ORANGEBAG

Orangebag offers a meticulously curated collection of clothes, accessories and shoes in the upper price segment, focused on both women and men. Orangebag distinguishes itself with a unique online 'boutique shopping experience' where the customer chooses from smaller brands and receives a lot of personal attention and service. This approach led to a customer base of tens of thousands of loyal customers. Since its founding in 2005, Orangebag has amongst others won an FD Gazelle Award for 8 years in a row. The company has 30 employees and is active in Netherlands, Belgium and Germany.

Detailed information about Orangebag is available at www.orangebag.nl

SHORT PROFILE NEDERLANDS MERKGOED

Nederlands MerkGoed is an investment firm focusing on accelerated growth of distinguished consumer brands. It invests in various brands and e-commerce platforms with a unanimous focus on the consumer and distinctiveness within a niche. The investment portfolio of Nederlands MerkGoed comprises amongst others Maison365, Passa Sports, Nomad, Dita International, Stoov and Limeau.

Detailed information about Nederlands MerkGoed is available at www.nederlandsmerkgoed.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



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