

PRESS RELEASE

CLESSIDRA PRIVATE EQUITY acquires Viabizzuno from 21 INVEST

The deal marks the second investment of Clessidra Capital Partners 4 fund

Clessidra Private Equity SGR, primary management company operating in the Italian private equity market, finalised today an agreement for the acquisition of Viabizzuno, Italian leading company in the production of lighting projects in the premium/high-end sector for retail and residential clients, offices and hospitality, by designing and producing lighting systems 100% *Made in Italy*.

Viabizzuno, founded in 1994 by Mario Nanni and headquartered in Bologna, has a consolidated international presence, counting thirty “light laboratories” in the main design capitals of the world and a network of technicians in over 50 countries. The company also operates through its exclusive e-commerce platform, Viacommerce. Thanks to research and numerous patents, the company is internationally recognised for the quality of light and its unique solutions in the field of environmental sustainability.

21 Invest, European investment group founded by Alessandro Benetton, acquired a controlling stake in Viabizzuno in 2011 and has been supporting the company development since then by addressing its growth and internationalisation, as well as taking care of the managerial handover with the arrival, in May 2017, of the current CEO Corrado Colli.

The investment in Viabizzuno marks the second transaction of Clessidra Capital Partners 4 fund, whose first closing took place last June. Clessidra PE will acquire 100% of the company stakes, which were previously owned by 21 Invest, the founder and some company managers. *Mario Nanni* (Viabizzuno Style Director), *Corrado Colli* (CEO), *Sebastiano Vasta* (COO) and *Simone Balsimelli* (CFO) will support Clessidra in this transaction through the re-investment of a minority stake in the company and maintaining their respective roles.

Clessidra PE’s investment team was coordinated by Marco Carotenuto, Managing Director and included Emanuele Cuccio, Investment Director and Davide Roveda, Associate, supported by Luciano Iannuzzi, Industry Specialist.

Andrea Ottaviano, CEO of Clessidra Private Equity SGR, commented: “By acquiring Viabizzuno, we are strengthening our presence within the lighting industry, which is characterised by significant growth prospects also attributable to an increasing focus on sustainability and energy saving. Thanks to the founder’s vision and work, with whom we are glad to cooperate with, the company has a portfolio of clients and projects at international level, and consolidated collaborations with the most important architects and lighting designers”.

Marco Carotenuto, Managing Director, said: “We are enthusiastic about the investment in Viabizzuno. We are looking forward to collaborating with the CEO Corrado Colli and the rest of

the management team to support the ambitious development plans of the company, both in established territories across Europe and those with greater potential such as USA and Asia”.

The founder Mario Nanni commented: “This is a further milestone for the company that I founded 28 years ago. It also represents an important step for the realisation of my dream of building an increasingly international Italian company through the young managerial structure of scrittoridellaluce. I am happy to have met Carlo Pesenti who embodies a strong Italian entrepreneurial spirit through his companies. I would like to thank 21 Invest for all these years that we’ve worked together. In particular, Alessandro Benetton and Dino Furlan who have always believed in me, allowing Viabizzuno to develop research and innovation”.

Alessandro Benetton, President and founder of 21 Invest, commented: “I am extremely proud of the performance of Viabizzuno. Over the years, the journey with the company founded by Mario Nanni, that now became a symbol of style and innovation worldwide, is a fundamental part of our business approach. The aim of 21 Invest is enabling the company to express its maximum potential in a sustainable and persistent way, by looking at the company’s ideas and their capacity to impose themselves on the market thanks to the support of a strong industrial vision”.

Clessidra was assisted by Gattai, Minoli, Partners on Legal as well as Bain and PWC on Due Diligence. Alonzo Committeri & Partners assisted on Tax and Ethica Group acted as financial and debt advisor.

21 Invest was assisted by Advant Nctm on legal as well as Mediobanca as financial consultant.

Clessidra Private Equity

Clessidra Private Equity is a leading private equity fund management company in the Italian market, with over €2,8 billion in excess capital. Founded in 2003, Celssidra Private Equity SGR SpA is controlled by Clessidra Holding SpA, which is entirely detained by Italmobiliare SpA, the investment holding company controlled by the Pesenti family. Since its inception, the company has completed 24 investments for a total amount of over €2 billion and an aggregated Enterprise Value of over €18 billion. In the same period, 27 add-on operations were concluded for the companies in portfolio. The company has completed its third private equity fund investments and is finalising the launch of its fourth PE fund.

21 Invest

21 Invest is a European group founded and led by Alessandro Benetton, who invests in mid-market companies. The team counts circa 50 people based in Italy, France, and Poland, providing their strategic guidance to speed up growth and improve companies’ efficiency. In 30 years since it was founded, 21 Invest has achieved over 100 investments, handled 12 investment funds and detains 25 companies now for a total revenue of 2 billion euros.

Media contacts

Clessidra - Barabino & Partners UK

Pietro Como
p.como@barabino.co.uk
+44 7798 52 50 25
Giuliana Patrone
g.patrone@barabino.co.uk
+44 7513 95 88 13

21Invest - Community - Strategic Communications Advisers

Auro Palomba – auro.palomba@communitygroup.it - 02.89404231
Giuliano Pasini – giuliano.pasini@communitygroup.it – 0422.416111
Nello Bologna - nello.bologna@communitygroup.it - 345.9375248

London, 6th December 2021