



PRESS RELEASE

FOR IMMEDIATE RELEASE

Broadgate Advisers S.A.
September 28th, 2022

BROADGATE ADVISERS – EXCLUSIVE SELL SIDE ADVISOR TO THREADS STYLING LTD, THE DIGITAL LUXURY RETAILER AND PERSONAL SHOPPING PLATFORM, ON THE SALE OF A MAJORITY STAKE TO CHALHOUB GROUP

Geneva, September 28th, 2022 – We are pleased to announce that Broadgate Advisers has advised London-based Threads Styling Ltd. (“Threads”) on the sale of a majority stake to Chalhoub Group (“Chalhoub”). Chalhoub acquired all shares of Threads, with the exception of shares owned by its Founder and CEO, Sophie Hill.

The acquisition will significantly strengthen Threads’ proposition within the GCC and enhance its capabilities globally. Chalhoub’s deep customer and market knowledge combined with Threads’ high-touch customer experience and online presence will provide outstanding experience to consumers and brand partners. This partnership reinforces Chalhoub’s digital acceleration drive, expands its existing online ecosystem, and brings new capabilities and opportunities for customer engagement and personalization.

On this occasion, Broadgate’s Managing Partner, Rami Jisr, has said: “We are happy to have supported Threads and Sophie. The transaction delivered an exit to the VCs and early backers and brought in a very strong strategic investor to position Threads for its next phase of growth and success”. Habib Aoun, Head of M&A Advisory at Broadgate, added: “This successful closing reinforces Broadgate’s capabilities in cross-border M&A, connecting companies and investors across the markets we serve. This is part of a new focus at Broadgate, assisting tech-driven companies in their fundraising efforts or exit plans to strategic groups”.

Broadgate Advisers acted as financial advisor and Latham & Watkins as legal counsel to Threads. Rothschild & Co acted as financial advisor and Freshfields Bruckhaus Deringer as legal counsel to Chalhoub.



About Broadgate Advisers SA

Broadgate Advisers SA is a subsidiary of Malta based BA Capital Holding PLC, a group holding active in M&A Advisory, Venture Capital, and Family Office services across multiple markets in Europe, Asia and the Middle East. www.broadgateadvisers.com

About Threads Styling

Launched by Founder and CEO Sophie Hill in 2009, Threads offers a personalised luxury shopping and styling service. The company creates market leading style content to inspire Millennial and Gen Z clients across its channels including Instagram, Snap and TikTok where Threads successfully positions itself as an authentic voice in fashion.

About Chalhoub Group

Chalhoub is a privately owned luxury goods retailer and distributor, headquartered in Dubai, UAE. As one of the largest luxury retailers, Chalhoub is a leading partner for luxury across the Middle East for over 60 years, playing a crucial role in developing the luxury sector in the region.

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