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## **IEVA Group is listing on Euronext Growth® Paris to accelerate its growth and innovation strategy**

- Capital increase of approximately €7.3 million
  - €5.14 million under the Global Placement, from 13 institutional investors
  - €2.16 million under the Fixed Price Offer, from more than 2,500 individual investors
- Subscription price of the new shares: €12.79 per share
- Start of trading of the shares on the Euronext Growth® market in Paris on 31 March 2026

**Paris, 26 March 2026 IEVA Group, the leader in personalised beauty and wellness, announces the success of its IPO (the “Transaction”) with a view to admission to trading of its shares on the Euronext Growth® market in Paris (ISIN: FR0014015ND9, ticker: ALIEV-FR).**

The Transaction was strongly supported by Bpifrance Investissement through the Bpifrance BlueSpring 1 fund, of which Bpifrance Investissement is the management company, in the amount of €3 million. It also garnered interest from institutional and individual investors.

**Jean Michel Karam, Chairman and Chief Executive Officer and founder of IEVA Group, said:**



*“In a demanding and volatile period for the stock markets, the success of this transaction was primarily driven by the commitment of several institutional investors – including Bpifrance, which has supported us since the launch – and individual investors, who have chosen to join us on this project. I thank them sincerely for their trust.*

*I want to assure our new shareholders that we are putting all our energy and passion into fulfilling the ambition that has driven IEVA Group since its creation: to promote Beautiful Longevity by rolling out the first fully integrated Beauty Tech platform on a large scale.*

*As a pioneer and leader in this approach, IEVA Group intends to accelerate its international reach, particularly through external growth. This IPO opens a new chapter in our history, with a clear ambition: to build together the Netflix of personalised beauty and wellness.”*

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## Results of the Offering

Overall demand amounted to 571,436 shares, including 402,357 under the Global Placement (GP) mainly intended for institutional investors, representing 70% of the overall demand, and 169,079 shares under the public offering in France in the form of a Fixed Price Offer (FPO), mainly intended for natural persons, representing 30% of the overall demand, giving rise to total demand for an amount of €7.309 million and subscriptions representing 91.36% of the initial offering.

Following the transaction, the capital of IEVA Group now comprises 9,845,728 shares, representing a market capitalisation of €126 million, based on the IPO price of €12.79 per share.

The free float represents approximately 19.14% of the company's capital after the Transaction.

Settlement-delivery of the FPO and GP will take place on 30 March 2026. The shares will be admitted to trading on the Euronext Growth® market in Paris from 31 March 2026 under ISIN code FR0014015ND9 and the ticker symbol ALIEV.

## Continuation of an aggressive growth strategy with the aim of doubling revenue by 2028

In a booming market with many development opportunities to seize, IEVA Group intends to pursue an aggressive strategy with three priorities:

1. **Accelerate organic growth** by leveraging synergies between activities.
2. **Pursue a strategy of targeted acquisitions** to extend its reach in France and internationally.
3. **Optimise operational levers** to increase profitability.

**IEVA Group aims to draw on this aggressive strategy to double its revenue by 2028. This growth trajectory should bring a gradual improvement in profitability, with EBITDA expected to be positive from 2026.**

## An IPO on the Euronext Growth® market to pursue its growth trajectory in France and internationally

IEVA Group's IPO on Euronext Growth® is intended to provide the Company with the financial resources to help it implement its development strategy, focused on the global deployment of the first fully integrated beauty tech platform.

The net proceeds from the funds raised through the issuance of the new shares (approximately €6.37 million) will be used by the Company to finance and integrate potential external growth transactions.

## Reminder of the subscription commitments

The Company had received a commitment to subscribe at the Offering Price from Bpifrance Investissement through the Bpifrance BlueSpring 1 fund, of which Bpifrance Investissement is the management company, for an amount of €3 million, representing approximately 41% of the amount of funds raised through the Offering.

In addition to this investment, Bpifrance Investissement has an option to purchase from TF1 Social E-commerce (with the option of substitution, in whole or in part, by any shareholder of the Company who was a shareholder of the Company on the date of completion of the capital increase (other than Jean Karam and any shareholder of the Company holding less than 5% of the share capital)), offering it the possibility of doubling its initial investment within one year. The purchase option may be exercised at any time in the period between the sixth (6th) month following the settlement-delivery date of the Capital Increase and, at the latest, the twelfth (12th) month following the settlement-delivery date of the capital increase, at an exercise price per share equal to the higher of:

- the price of the shares offered as part of the capital increase (i.e. €12.79 per share); and
- the volume-weighted average price (VWAP) of the Company's shares on the Euronext Growth market of Euronext in Paris during the six (6) months immediately preceding the date of exercise of the call option.

In addition, the Company has made a commitment to Bpifrance Investissement to use its best efforts to achieve a free float target of at least 30% of the share capital by 31 December 2028, in particular by means of a sale on



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the market, secondary offerings, sale by means of the creation of an accelerated book-building process, or through the issuance of new shares.

### Deal allocation

**Global Placement:** a total of 402,357 shares was allocated to institutional investors (i.e. approximately €5.15 million and around 70% of the total number of securities allocated).

**Fixed Price Offer:** a total of 169,079 shares were allocated to natural persons (i.e. approximately €2.16 million and around 30% of the total number of securities allocated). A1 orders (up to and including 250 shares) and A2 orders (above 250 shares) will be served in full.

### Share capital following the Transaction

The share capital amounts to €246,143.20 divided into 9,845,728 shares with a par value of €0.025 each, fully subscribed and fully paid up.

### Market capitalisation following the Transaction

Approximately €126 million based on the IPO price of €12.79 per share.

### Lock-in commitment:

TF1 Social e-commerce, Crédit Mutuel Innovation, Jean Karam, Unilever Ventures Holding BV, Seb Alliance and Reworld Media Ventures, which together hold 75.24% of the company's share capital and voting rights at the date of this press release, have undertaken to retain all the shares they will hold on the settlement delivery date of the Offering for a period of 180 calendar days following the settlement-delivery date of the Offering subject to certain customary exceptions

### Breakdown of the share capital following the Transaction

After the fully subscribed Offering	Undiluted basis		Diluted basis*	
	Shareholders	Number of shares	% of capital and voting rights	Number of shares
TF1 Social e-commerce	2,346,040	23.83%	2,346,040	22.75%
Crédit Mutuel Innovation	2,193,316	22.28%	2,193,316	21.27%
Jean Karam	1,358,516	13.80%	1,458,516	14.15%
Unilever Ventures Holding BV	791,340	8.04%	791,340	7.68%
SEB Alliance	484,696	4.92%	484,696	4.70%
Bpifrance BlueSpring 1	234,558	2.38%	234,558	2.27%
Other historical shareholders** and free float	2,100,384	21.33%	2,464,904	23.91%
New shareholders	336,878	3.42%	336,878	3.27%
<b>Total</b>	<b>9,845,728</b>	<b>100%</b>	<b>10,310,248</b>	<b>100%</b>

\* as at the date of the Information Memorandum, there are 15,200 free shares in the process of vesting, 90,000 BSPCE (business creation share warrants) giving the right to subscribe for 360,000 shares, and 2,233 share warrants giving the right to subscribe for 89,320 shares.

\*\* there are 25 other shareholders, including 5 legal entities and 20 individuals, of which only 3 hold more than 2.5% of the share capital.

### Availability of the Information Memorandum

The Information Memorandum is available free of charge upon request to the Company, whose registered office is located at 87, rue Réaumur, 75002 Paris, and in electronic form on the Euronext website ([www.euronext.com](http://www.euronext.com)) and the Company's website (<https://bourse.ievagroup.com>).

### Risk factors

Any investment in equities involves risks. Before making an investment decision, investors are invited to refer to Part 1/Chapter 3 "Risk factors" and Part 2/Chapter 1 "Risk factors related to the Offering" contained in the Information Memorandum.



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	Listing sponsor and advisor
	Lead arranger and bookrunner
	Legal advisor
	Financial communication

**Comprehensive information on IEVA Group's IPO project can be found at:**

**<https://bourse.ievagroup.com>**

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*With respect to Member States of the European Economic Area other than France (each, a "Member State"), no action has been taken or will be taken to permit a public offering of the securities referred to in this press release that would require the publication of a prospectus in a Member State. Consequently, the securities may be offered in these Member States only: (i) to qualified investors, as defined by the Prospectus Regulation; (ii) to fewer than 150 natural or legal persons, other than qualified investors (as defined by the Prospectus Regulation) per Member State; or (iii) in all other cases where the publication of a prospectus by IEVA Group is not required under the provisions of Article 1(4) of the Prospectus Regulation; and provided that none of the offers referred to in paragraphs (i) to (iii) above requires the publication by IEVA Group of a prospectus in accordance with the provisions of Article 3 of the Prospectus Regulation or a supplement to the prospectus in accordance with the provisions of Article 23 of the Prospectus Regulation.*

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