

# Bench.

Multipurpose City Clothing

## *Press Release*

### **Bruno Sälzer acquires 15% of fashion brand Bench and becomes CEO and Chairman**

- **Manager acquires entrepreneurial stake from EMERAM Capital Partners**
- **Sälzer: “Bench is a very exciting brand for lifestyle fashion in the age of the Internet and social media”**

**Munich/Manchester, 30 June 2014** – Dr Bruno Sälzer (57) will become Chief Executive Officer (CEO) and Chairman of international fashion brand Bench by 1 December 2014 at the latest. The manager will also acquire a 15% share of EMERAM Urbanics Holding Ltd., which owns Bench. Funds advised by EMERAM Capital Partners acquired Bench from private equity company HgCapital in February 2014.

Bench, founded in Great Britain in 1987, is represented in 26 countries in Europe and North America and offers fashionable yet functional lifestyle clothing for men and women in the core 20 to 30 year-old target group. The company, with around 400 employees, achieved annual turnover of more than 100 million euro last year. This is complemented by turnover from licenced partners totalling approx. 50 million euro. Its largest markets are Great Britain, Germany and (under licence) Canada. Bench is profitable and, with an equity ratio of more than 50%, has a very solid financial basis.

**Bruno Sälzer:** “Bench fashion is an expression of young people’s attitude towards life in the age of the Internet and social media: individual, casual and with an eye for their own style. This exciting brand appeals to a target group which is of increasing importance for the fashion industry. What is important for me is that I am able to have a long-term entrepreneurial stake in Bench.”

**Dr Christian Näther, Founding Partner at EMERAM,** commented: “With Bruno Salzer, we are bringing our ideal CEO candidate on board at Bench. The fact that he also takes a significant share in Bench shows that we have not only gained a first class manager, but a valuable partner with an entrepreneurial mind.”

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**About EMERAM Capital Partners**

EMERAM Capital Partners was founded in 2012 as an independent partnership aimed at becoming the leading investment company focused on equity investments in "Mittelstand" companies with core markets in Germany, Austria, and Switzerland.

Together, the six founding partners have an outstanding and complementary track record of investing in, advising and managing highly successful companies. Collectively, the team has been active as a principal investor for 45 years, completed more than 25 deals, served on more than 40 company boards, and aggregates more than 30 years of experience in both top management consulting and operational management. EMERAM Capital Partners therefore represents some of the most successful and experienced investors within its target segments and combines growing companies.

[www.EMERAM.com](http://www.EMERAM.com)