



CAPMONT



Capmont announces a majority investment in Iconia Group, the Swiss-based provider of B2B customer engagement services for the global luxury industry.

Capmont, via its Capmont Value strategy, announces a majority investment in Iconia Group (“Iconia” or the “Company”), a Swiss-based company that provides B2B customer engagement services for the global luxury industry. Capmont joins a highly passionate and experienced management team, which co-invested a substantial amount alongside Capmont, in its ambition to further drive and support the Company’s global growth.

Iconia is the leading B2B customer engagement solutions provider for some of the most valuable global luxury brands, with a strong heritage especially in the watches and eyewear segments. With its products and services, the Company helps its clients grow their brand equity by building a consistent brand image on a global scale and along the entire customer journey.

Capmont Value acted as lead investor on this investment, joined by funds advised by Swiss Asset Manager Bellevue Group and Milan-based DVR Capital as co-investors. Iconia Group was acquired from funds managed by Afinum Management GmbH, a Munich-based investment firm. The transaction was closed on January 31st, 2024.

Iconia CEO Stefan Dürr emphasizes that each sales space should be unique and memorable. “Experience holds top priority, aligning with both the brand's values and the products sold. Leveraging years of expertise in Visual Merchandising and Retail Architecture, we allocate substantial resources in crafting exclusive experiences at the Point of Sale and Retail spaces. Our goal is to create emotional moments that resonate positively, ensuring seamless alignment with the message of global exclusive brands. Bringing the brand identity to life requires more than just experience; it demands a deep understanding of the brand, continuous innovation, and adaptation to market trends. The team of Capmont understands this very well and, with its value-add approach, will be a very strong partner in supporting us in our continued growth across new segments and geographies.”

With over 35 years track record in the business, a workforce of approx. 500 dedicated professionals in Switzerland, Italy and China, and a broad portfolio of highly loyal clients, Iconia operates across three different business units: Product Visualization (Point-of-sale displays for luxury branded products), Product Packaging (typically watch and jewellery boxes made from a variety of materials for high-end brands) and Creative Interior Solutions (development and implementation of room concepts across a number of different use cases such as monobrand stores, company headquarters or branded boutique hotels).

“We are impressed by the strong management team and what they have achieved together by finding the right balance between its creativity-driven and production-oriented business units to provide holistic, best-in-class customer engagement solutions. Today, Iconia is a key partner for its blue-chip customers, very well-positioned in a highly resilient and non-cyclical market niche with very attractive growth prospects,” says Armin Weiland, Managing Director of

Capmont Value. “We very much look forward to building out Iconia Group over the coming years together with the management team.”

About Iconia

The ICONIA Group, with over 30 years of industry expertise, specializes in elevating the retail experience for exclusive brands. Offering services such as design, development and manufacturing of Visual Merchandising and interior architecture projects, ICONIA collaborates closely with its subsidiaries across Europe and Asia. This collaboration ensures clients receive a tailored in-house service, emphasizing top quality and customer satisfaction. Presently, the company boasts a workforce of around 500 dedicated professionals.

www.iconiagroup.com

About Capmont

Capmont GmbH (Capmont) is an entrepreneurial alternative asset management platform with an investment focus on Europe. Its investment strategies are Value, Technology and Special Situations.

Capmont Value invests in small and mid-cap companies in Europe, in particular the DACH region (Germany, Austria, Switzerland), combining entrepreneurial capital with profound execution skills and extensive experience to cover a broad spectrum of complex situations. Its investments usually occur in the form of leveraged buyouts, implementation of buy-and-build/roll-up strategies and investments in selected mature growth situations.

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