



NEW DEAL ADVISORS SUPPORTS ANCOROTTI IN ITS INVESTMENT IN COSMOPROJECT

Milan, November 29 2024 - **New Deal Advisors**, an independent company specialising in advisory services to M&A Transactions, has supported Ancorotti Group, an Italian multinational active in the cosmetics industry, in the acquisition of Cosmoproject.

The Ancorotti Group, Italy's leading manufacturer of cosmetics for third parties, saw the entry of private equity fund L-Gam, a pan-European company specialising in investment management, in 2021. This entry facilitated an important evolution of the group, supported by an ambitious investment plan aimed at growth and internationalisation. Furthermore, in 2024, the Group expanded its scope of operations with the launch of Ancorotti Perfumes, a company active in the production of perfumes for third parties. Cosmoproject, founded in 1993 in Parma and globally renowned for the production of skincare formulas, cosmetics and toiletries for luxury brands, has a turnover of over €70 million and a solid reputation for designing and producing Made in Italy products for major international brands. Cosmoproject's entry into the Group, which will enable it to achieve a turnover of over 220 million euros and a total workforce that will exceed 800 people by 2025, represents a strategic step towards further consolidating its presence in global markets, thanks to the expansion of its product portfolio and industrial and commercial synergies between the companies.

New Deal Advisors with a team led by Guido Pelissero, (partner), has provided financial due diligence services to Ancorotti Group. Chiaravalli Reali & Associati, followed the Tax Due Diligence.

New Deal Advisors

New Deal Advisors is an independent firm specialising in advisory services in M&A. Established in 2012, New Deal Advisors provides support in a broad variety of extraordinary transactions streams including mergers and

acquisitions, restructuring, transformation processes, forensic and litigation activities, fairness opinions and valuation services. New Deal Advisors has worked for more than a decade alongside private equity funds, investment holdings, family offices, financial institutions and strategic players achieving to date the finalisation of over 200 deals.