

LALIQUE GROUP

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AD-HOC RELEASE

Lalique Group to enter into strategic partnership focusing on Far Eastern markets

Hong Kong-based strategic partner to invest a total of EUR 20 million in Lalique Group and in a Chinese joint venture - EGM planned for December 2017 to approve rights issue.

*Zurich, 7 November 2017 - **Lalique Group SA (BX: LLQ), a Swiss listed company active in the creation, development, marketing and worldwide distribution of luxury goods, has signed a partnership agreement with Hong Kong-based Damian Limited, representing high-profile Chinese entrepreneurs, with a view to boost Lalique's business in Far Eastern markets. As part of the agreement, Lalique Group will propose to its shareholders the launch of a rights issue relating to 997,300 new shares, of which Damian Limited has agreed to subscribe to 380,000 shares for an amount of CHF 11.4 million. Damian Limited has also agreed to invest a further EUR 10.0 million in a joint venture with Lalique's business in China.***

As a future long-term oriented shareholder and business partner of Lalique Group, Damian Limited will bolster the Swiss luxury goods company's expansion plans in Far Eastern markets and thus support Lalique's international growth.

The entrepreneurs behind Damian Limited are Angela Leung, who is active as an investor and in the operation of entertainment, medicine and education-related businesses, and Deborah Ho, who is involved in property development and charitable activities. Their financial and hands-on support and network are anticipated to open a wealth of opportunities for Lalique to extend the reach of its crystal and jewelry offerings in Greater China, and to tailor its interior design, art and hospitality concepts to demands in Far Eastern markets.

Roger von der Weid, CEO of Lalique Group: "We are thrilled about the prospect of collaborating with such renowned and established entrepreneurs in the future. This partnership represents a unique opportunity for us to accelerate Lalique's development and gain a strong foothold in the increasingly important Far Eastern markets."

Angela Leung, Chairman of Damian Limited: "We feel very excited about this collaboration with Lalique. The brand has a legacy of perfection and delicacy in art and craftsmanship. It also represents the European heritage of embodying aesthetics and excellence. We strongly believe that this is not only a business venture between the two companies, but also an enhancement of the cultural links between the traditions of China and France."

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Extraordinary general meeting planned for approval of rights issue

Damian Limited has agreed to invest CHF 11.4 million in Lalique Group in consideration for 380,000 shares, which are to be newly issued by way of an ordinary capital increase. Subject to shareholder approval at an extraordinary general meeting to be held in December 2017, the share capital will be increased by an aggregate nominal amount of up to CHF 199,460.00 from currently CHF 1,000,000.00 through the issuance of up to 997,300 new shares. Existing shareholders will be granted their subscription rights, and will have the right to subscribe to one new Lalique Group share for five shares held. The subscription price is CHF 30 per offered share, which corresponds to the price negotiated with Damian Limited taking into account their additional EUR 10 million investment in the joint-venture company Lalique China. Existing shareholders who exercise their subscription right will not be diluted as a result of the transaction.

As part of the capital increase, Silvio Denz, Chairman of Lalique Group and controlling shareholder with 72.1%, will convert shareholder loans granted to the company in the amount of a maximum of CHF 7,500,000 into up to 250,000 new shares. He has agreed to waive his subscription rights equivalent to 380,000 new shares, which will be allocated to Damian Limited. No shareholders' agreement will be in place between Silvio Denz and Damian Limited.

Subject to the fulfilment of customary closing conditions, completion of the transaction is expected to occur in January 2018 at the latest.

Chinese joint venture as part of the strategic partnership

As part of the strategic partnership, it has also been agreed that Lalique China, a Lalique Group company, will enter into joint venture arrangements with affiliates of Damian Limited, with a view to boost Lalique's business development across the Greater China region. Damian Limited will contribute the Hong Kong dollar equivalent of EUR 10.0 million to the joint venture, while Lalique Group will contribute its entire Chinese business, including existing licensing, franchising, intellectual property, distribution and other rights. Lalique will own 51% of the joint operations, which will be managed by representatives of both Damian Limited and Lalique.

Silvio Denz, Chairman of Lalique Group: "I very much look forward to welcoming Damian Limited as a new important shareholder of our group, and I am convinced that their support and commitment will bring significant momentum to Lalique's business development in the Greater China region going forward."

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Media contact

Lalique Group SA
Esther Fuchs
Communication & PR Manager
Grubenstrasse 18
CH-8045 Zurich

Phone: +41 43 499 45 58
esther.fuchs@lalique-group.com

Lalique Group SA

Lalique Group is a niche player in the creation, development, marketing and global distribution of luxury goods with an international presence and a global reach. Its business areas comprise perfumes, cosmetics, crystal, jewellery, high-end furniture and living accessories, along with art, gastronomy and hospitality. The group is divided into two major divisions: the crystal division Lalique SA and the perfumes and cosmetics division Lalique Beauty SA. Founded in 2000, the Company has approx. 600 employees and is headquartered in Zurich. The registered shares of Lalique Group SA (LLQ) are listed on the BX Berne eXchange.

You can find further information at **www.lalique-group.com**.

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