

**Viokox partners with Artá Capital to consolidate its competitive position and to boost its growth plan in the international cosmetics market.**

Artá Capital has acquired a majority stake in Viokox, a family-owned company based in Picassent (Valencia), leader in the development and manufacture of cosmetic products.

With more than 35 years of experience in the sector, Viokox has annual revenues of around €40m. The Company has a diversified and international client base, including leading European retailers and major international brands. Around 80% of its sales are outside Spain.

Viokox inaugurated in 2018 a new production facility following a €15m investment. The facility is equipped with state-of-the-art technology and designed to guarantee maximum efficiency and quality in each process. The modern facilities, combined with a highly qualified and experienced R&D team, have enabled Viokox to adapt to the changing needs of the market and position itself as an international leader in product innovation and development.

Viokox's entrepreneur, Eduardo López, will continue as shareholder and Chairman of the Company, that will focus its growth plan on R&D, internationalisation, product innovation and production capacity expansion. As part of this new phase, Artá Capital will support the Company in exploring potential M&A to further strengthen Viokox's competitive position and become one of the leading platforms in the sector.

With the addition of Viokox, Artá Capital's €400m Fund III completes its third investment, following Ferreira de Sá and Onix. This investment reflects Artá Capital's core strategy of backing international growth projects in Iberian companies driven by entrepreneurial and family-led leadership.

Oquendo Capital has provided financing for the transaction. KPMG (financial and due diligence advisor) and Uría Menéndez (legal advisor) have advised Artá Capital. Alantra (financial advisor) and Romá Bohorques (legal advisor) have advised Viokox.

**About Artá Capital**

Artá Capital is an experienced private equity investor specialized in majority and control-minority investments in the Iberian mid-market. Since its foundation in 2008, Artá Capital has been one of the most active funds in Iberia, having invested more than €1bn in 21 leading companies in their sectors. In addition, Artá has executed more than 50 add-on acquisitions from their portfolio companies. Following Ferreira de Sá and Onix, Viokox marks the third investment of Fund III that has a final size of €400m. For more information visit [www.artacapital.com](http://www.artacapital.com)

**About Viokox**

Viokox is a developer and manufacturer of hair removal and cosmetic products with more than 35 years of international experience, working with major brands and retailers on 5 continents. Viokox centralises its production in a single plant located in Picassent, Spain, which is equipped with the most advanced technology in the cosmetics industry, allowing to offer a unique value proposition to its customers in terms of innovation, safety and quality. Viokox has a turnover of approximately €40m, of which around 80% is linked to international markets. For more information visit [www.viokox.com](http://www.viokox.com)