

**JOONE, THE CLEAN COMPANION BRAND FOR WOMEN AND CHILDREN,
RAISES 10 MILLION EUROS
TO EXPAND ITS RANGE OF PRODUCTS AND
MAKE TRANSPARENCY ACCESSIBLE TO FAMILIES ALL OVER EUROPE**

- After bringing in Sézane's first investor, Alven, 2018, it is Vaultier7, a UK-based fund specializing in lifestyle brands and recent shareholder of Vestiaire Collective, who is leading this round.
- A pioneer in the hygiene and cosmetics sector for babies and women, JOONE completes a financing round for:
 - accelerate its development in Europe,
 - expand its range of cosmetic products for women,
 - extend Doorz, its Blockchain traceability platform and latest innovation, to all cosmetic products in Europe,
 - develop its distribution strategy
- JOONE's ambition is to be the European leader in healthy hygiene products and cosmetics for all families

Paris, September 9, 2020 - Founded in 2017, JOONE is a fast-growing startup which offers the 100% clean and eco-conscious alternative for baby and mother-care products ranging from diapers to derma-cosmetics.

Pioneer in transparency*, JOONE has built its development strategy on one mission: to raise the standards in terms of regulations and transparency for baby and women care. JOONE has maintained its breakeven point since 2018 and will end 2020 with a turnover of more than 20M euros.

This new round of funding will allow JOONE to continue to pursue its long-term mission through:

- Developing the women care range and offer a complete and daily beauty ritual.
JOONE already takes care of women through its anti stretch mark really appreciated by mum-to-be, a nutri-supplements for hair-loss, vitality and skin and intimate care (sanitary pads, cleanest and transparent and an intimate soap) .
" We want to support and take care of women at every step of their life, pregnancy, maternity, and now in their everyday life. We have built a solid reputation in the baby care industry, and we want to offer the same level of clean and transparency to all women. Today, 10% of our orders include one women care product, which we have just started to launch at the beginning of the year. It represents 5% of our turnover, which in less than a year is very promising." declared Carole Juge-Llewellyn, CEO and founder of JOONE
- Boosting our European development and offer JOONE products to every families looking for transparency and serenity. Today, products are shipped in 23 european countries, our objective is to accentuate it.
"We realize 10% of our turnover outside France. We want to sell our best selling products all over Europe," Carole Juge-Llewellyn said.
- Increasing traceability and opening the doors to transparency thanks to DOORZ, the first

worldwide platform of traceability for cosmetics and hygiene products, launched in August 2020. It offers today complete tracking of all manufacturing, origin of raw material, and distribution for its diapers.

Tomorrow, DOORZ will make it possible to know in one click, the origin, the composition and trace the stories of all JOONE products.

"Our unique traceability and transparency platform has enabled us to secure the support of around 100 nurseries and around 20 hospitals. It is a real guarantee of trust and quality for our community," founder says.

- **Expanding its distribution network:**

During the COVID health crisis, JOONE has supported more than 70,000 families in providing products and content. JOONE's ambition is to expand the brand's product ranges while providing greater access to traceability and transparency to extend its distribution network.

**After being ranked # 1 by the French National Institute Magazine 60Millions de consommateurs in 2018 for its diapers, liniment, and wipes, JOONE has recently acclaimed by the latest official study from the French DGCCRF in July 2020.*

About Vaultier7

Founded by dealmakers Anna Sweeting and Montse Suarez, and backed by elite investors, Vaultier7 (V7) is the UK's first specialist investment fund dedicated to partnering high growth category creators and disrupters in the converging sectors of Beauty & Personal Care, Health & Wellness and Lifestyle.

After Vestiaire Collective, V7 invest in hair-care brand Gisou and american baby brand Little Spoon.

site web : <http://www.vaultier7.com>

About Alven

Alven is an independent early-stage venture capital firm, with more than 500m\$ in funds under management and more than 130 startups backing over 20 years.

Alven's mission is to support with long-term success european companies with a global reach and able to reshape a sector/market, and support them at the early-stage and first tour of the fundraisings (Seed, Serie A).

Among recent or passed investments, we can mention Sézane, Typology, Frichti, Birchbox, Algolia, Dataiku, Drivy, CaptainTrain, MeilleursAgents, SeLogger ou encore Qonto.

website : <https://alven.co>

About JOONE

Founded in 2017 by Carole Juge-Llewellyn, JOONE was the first diapers brand to publish toxicological reports and ranked #1 cleanest diaper in France in 2018 by the french magazine 60 millions de consommateurs. JOONE offers clean care and textiles for families, nutri-supplements are 100% clean, guarantee non-toxic products and are made in France. Created in Paris, JOONE employs 52 Joonies and distributes products in 23 european countries - mainly in France, Belgium, au Luxembourg, in UK and Germany.

WWW.JOONE.FR

WWW.JOONE.EU

WWW.JOONE.COM

WWW.JOONE.CO.UK

WWW.JOONE.COM/NL

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