



PRESS RELEASE

AAC Capital Partners and Polaris acquire BabySam

Investment will transform the chain of independent shops to create the Nordic region's leading integrated baby equipment retail chain

Copenhagen, 29 February 2008

AAC Capital Partners, one of Europe's leading private equity firms, and Polaris Private Equity, the leading Danish/Swedish mid-market private equity fund, have agreed to acquire a majority stake in BabySam, Denmark's leading baby equipment retailer. Management will also be making a substantial reinvestment.

The acquisition is subject to regulatory approval and is expected to complete by April 2008. Debt financing will be provided by HSH Nordbank.

Founded in 1976, Babysam is a chain of 31 independent stores with a combined revenue of approximately DKK 500 million (Euro 65 million). BabySam enjoys the largest market share in Denmark and its brand is widely recognised as a retailer with a high quality product range (including baby carriages, pushchairs, nursery, safety and feeding products and clothing).

AAC Capital Partners and Polaris Private Equity plan to transform the chain of independent shops to create the Nordic region's leading integrated baby equipment retail chain. The plan is to create value by opening new stores, acquisitions and implementing operational improvements such as centralising the sourcing and finance functions supported by an upgraded HR function.

The plans are supported by all store owners who will continue to work with AAC Capital Partners and Polaris Private Equity to grow BabySam both domestically and abroad.

The transaction, a management buyout, was highly complex, involving 12 different legal entities. David Holm-Ovrén coordinated the investment on behalf of AAC Capital Partners, while Jan Johan Kühl coordinated on behalf of Polaris. AAC Capital Partners and Polaris Private Equity will operate on a joint lead basis.

AAC and Polaris Private Equity have assembled an experienced board of directors, which includes Sanna Suvvanto-Harsee most recently CEO of Reckitt Benckiser Scandinavia.

David Holm-Ovrén of AAC Capital Partners Nordic buyout team said: "There is a real opportunity to develop a leading integrated pan-Nordic chain, and our goal is for BabySam to take the lead in consolidating the Nordic market through further acquisitions and establishment of new stores. The market is a compelling one, with baby equipment retailing growing due to increased spending per baby."

Jan Johan Kühl of Polaris Private Equity said: "This is an exciting deal, not least because the business has a robust earnings profile and a long track record

of growing faster than the overall retail market. BabySam is a retailer with a great reputation for high quality products and we will build on its position as having the largest market share in Denmark and being the most professional player in the Nordic countries."

Uwe Koch, CEO of Babysam A.m.b.A said "We are looking forward to working with AAC and Polaris in establishing the leading integrated baby equipment retailer in the Nordic region. We hope to realise significant synergies when we coordinate functions on a group wide basis."

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Advisers

AAC Capital Partners & Polaris Private Equity

- ◆ **Financial** - PriceWaterhouseCoopers
- ◆ **Legal** – Bech Bruun
- ◆ **Commercial** – Boston Consulting Group and CoCoCo
- ◆ **Property** – CBRE Cederholm
- ◆ **Investment Banking** - Audon Partners

Sellers

- ◆ **Investment Banking** - PriceWaterhouseCoopers Corporate Finance
- ◆ **Legal** – Plesner

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Notes to Editors

AAC Capital Partners

AAC Capital Partners (formerly ABN AMRO Capital) is one of Europe's leading private equity firms, with teams operating in three countries in Northern Europe (the Netherlands, UK, and Sweden) and funds under management of €2.7 billion. AAC Capital Partners' main focus is to back management buyouts and management buy-ins of profitable, cash-generative Northern European companies, usually with a value between €50 – €500 million in the industrial, services and consumer sectors.

In 2007, AAC Capital Partners executed eight buyouts (Empower, Ocean Media, Dunlop Aircraft Tyres, OyezStraker, T.G.I. Friday's, Baarsma Wine Group, Sdu, Vetus). AAC Capital Partners has recently completed successful exits from FABORY, GGP, TMI, Alviro, Park Resorts and Iittala.

www.aaccapitalpartners.com <<http://www.aaccapitalpartners.com>>

About Polaris Private Equity

Polaris Private Equity is a private equity fund investing in mature small and medium-sized businesses in Denmark and Sweden with a sound development potential and revenue of EUR 25-250m. To date, Polaris has invested in 17 businesses, eight of which were resold at a decent profit. Polaris has also made a number of additional investments in its portfolio companies

The first Polaris fund of approximately EUR 210m is fully invested, while the second fund – Polaris Private Equity II, holding capital commitments of approximately EUR 270m – is in the process of being invested. In addition to BabySam Fund II has invested in nine businesses to date: Danish Hansen & Pedersen / Tøjeksperten, Skamol A/S, Hamlet Protein A/S, Color Print A/S and Swedish Fiskarhedenvillan AB, Frösunda AB, Emotron AB, AddPro AB and Jetpak AB.

The investors in Polaris include A. P. Møller-Mærsk, Danske Bank, ATP Private Equity, PFA Pension, Lærernes Pension, Topdanmark, PensionDanmark, Kirk Kapital, Sparekassen Sjælland, Bagger-Sørensen Gruppen, Merchant Mid Cap Nordic and Icelandic company Glitnir.

www.polarisequity.dk

About BabySam

BabySam, the leading baby equipment retailer in Denmark, is a chain of 30 independent stores in Denmark, 2 in Iceland, 1 in Greenland and 1 in the Faroe islands. The chain is owned by 12 store owners and has shared procurement, warehouse and marketing. In addition BabySam is the owner of Odder Barnevognsfabrik A/S, Denmark's only producer of baby carriages.

www.babysam.dk