

Miura Private Equity invests in The Visuality Corporation

- **The Visuality Corporation is the world leading manufacturer of high-end visual merchandising products featured in the retail environment of global premium brands**
- **The company was founded in 2013 as a result of the merger between US-based Visual Merchandising Inc. and Spanish-based Noa Visual Group**

Barcelona, 29 September 2014

Miura Private Equity has invested in **The Visuality Corporation** (TVC), the world's leading manufacturer of high-end visual merchandising products for retail stores, with presence in Europe, North America and Asia. TVC becomes the first investment done through Miura Fund II, latest Miura's fund closed last August 2014 at the hard-cap of €200m.

The company offers the widest range of visual merchandising products (such as mannequins, metal exhibitors and other type of custom made displays) for fashion retail groups, department stores, athletic apparel brands and retailers in general.

TVC's products have historically proven to increase sales per m² by improving the customer's shopping experience, as well as to better position the retailer's brand identity with a customized and differentiated point-of-sale image constantly updated with latest trends.

The Visuality Corporation, headquartered in Barcelona, enjoys a unique worldwide footprint, with production plants in Spain, China, United States and Mexico, showrooms in New York and Barcelona and commercial sales force across the world. Such global presence enables TVC to successfully meet increasingly sophisticated client needs, through an effective, flexible and reliable service and a worldwide scale.

Miura intends to continue developing the company by entering new markets within the visual merchandising sector and consolidate its leadership position in markets where it already operates, both organically and through selective acquisitions. In 2013, the company generated sales over €70m and employed over 270 people.

About Miura Private Equity

Miura Private Equity is a private equity firm based in Barcelona. The firm currently manages two funds with total assets under management of €300m, and focuses on investing in small and mid size companies with attractive growth or consolidation plans and a clear international angle. Since 2008, Miura has invested in 16 companies with a total deal size over €300m.

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