

Miura Private Equity backs up The Visuality Corporation in its acquisition of Falcon Industries

- **Falcon Industries is a leading manufacturer of bespoke Point of Purchase (PoP) metal fixtures for the retail display industry**
- **This acquisition enhances The Visuality Corporation's offer by entering new product and solution niches within the visual merchandising sector**

Barcelona, 18 March 2015

The Visuality Corporation (TVC), **Miura Private Equity's** portfolio company and the world's leading manufacturer of high-end visual merchandising products for retail stores, has acquired Falcon Industries (Falcon).

Falcon is a manufacturer of high-quality, bespoke PoP metal fixtures for the retail industry. The company is headquartered in New Jersey (US), where it employs more than 100 people in its design and production facility. Its main products include metal fixtures, counter top displays, floor stands, and endcaps.

The company enjoys an outstanding track record of customer loyalty by providing unmatched product quality, short lead-times and an impeccable customer service.

This acquisition represents an important step in TVC's expansion, both in terms of incorporating new visual merchandising products and solutions, as well as covering new niches within the retail environment such as consumer electronics, groceries or cosmetics.

Miura intends to continue developing TVC by entering new markets within the visual merchandising sector and consolidate its leadership position in markets where it already operates, both organically and through additional selective acquisitions.

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 18 companies with a total deal size over €350m.

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