



Milan/London/Paris/Munich, 10 November 2022

Ambienta invests in LÄSSIG: a leader in sustainable baby&kids products

- LÄSSIG is a leading producer of functional, sustainable and innovative products for babies, children and the whole family
- Ambienta will support LÄSSIG to further expand its footprint in the European market and continue building its comprehensive sustainability strategy
- The investment in LÄSSIG, in which the founders will retain a significant stake, confirms the strategic presence of Ambienta in Germany

Ambienta SGR SpA ("Ambienta"), one of Europe's largest asset managers entirely focused on environmental sustainability, is pleased to announce the acquisition of a majority stake in **Lässig GmbH ("LÄSSIG")**. The company was previously held by financial investors and the founders Claudia and Stefan Lässig, and Karin Heinrich. With Ambienta being the new majority shareholder in the company, the founders and Karin Heinrich retain a significant stake in the business and the previous financial investors also remain on board.

Based in Babenhausen, Hesse (Germany), LÄSSIG is a leading producer of functional, sustainable and innovative products for babies, children and the whole family, with sales in the DACH region as well as other European markets. LÄSSIG, with more than 110 employees, was founded by Claudia and Stefan Lässig in 2006 and has since made a name for itself as a top provider of products such as bags, accessories and apparel for the entire family. From innovative diaper bags, which are still among its most successful products, LÄSSIG's product range has been gradually expanded to include bags/backpacks, toys, crockery for kids, apparel and more. LÄSSIG products can be purchased in about 2,800 traditional retail stores, 50 online stores and via its proprietary online shop www.laessig-fashion.de.

LÄSSIG is on a strong growth track and successfully started expansion to other European markets like France and the Benelux countries on the back of the established presence in the DACH region. Ambienta will support the internationalization going forward through its international network and resources. In addition, Ambienta will drive the digitalization of sales, processes and operations.

The company is a Resource Efficiency and Pollution Control investment for the purpose of Ambienta's investment strategy. The company is a pioneer in the implementation of a holistic sustainability strategy: when developing its products, LÄSSIG concentrates on resource efficiency, renewable and recycled materials, and product durability since product design phase. For example, the company uses materials such as organically cultivated cotton for two thirds of baby clothes and supports farmers in India to switch from traditional to organic farming practices. In addition, the company has partnered with recognized recycled plastics suppliers to manufacture sustainable products – from diaper bags to school bags.

LÄSSIG benefits from the shift towards sustainable products in a market which is today still dominated by conventional products. Furthermore, the company clearly differentiated itself through its focus on innovation and functionality. As a result, the company managed to build a strong brand with an exceptional level of trust among parents. LÄSSIG and its products have been awarded multiple recognitions, including the Plus X Award 2022 for Sustainability and the German Brand Award 2021, as well as being named a Top 100 Innovator of 2022. Numerous certificates evidence the company's rigorous sustainability standards, including the "Global Organic Textile Standard" (GOTS) and the "Approved Vegan" label of animal-rights organisation PETA.



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Hans Haderer, Partner at Ambienta with responsibility for the DACH region, said: “With its strong and engrained commitment to sustainability and its successful strategy of growth and international expansion, LÄSSIG is an ideal fit for Ambienta. The company is a pioneer, not only with innovations that meet the needs of families, but also with its focus on resource efficiency, use of recycled materials and the longevity of products. We want to pursue and build on this approach together with the company’s founders, using Ambienta’s unique know-how to shape and further accelerate LÄSSIG’s growth strategy.”

Claudia and Stefan Lässig, LÄSSIG Founders, commented: “Ambienta is the perfect partner to steer us through the next phase of our growth story. With a proven track record in providing strategic support for founder-managed SMEs and a special focus on sustainability, Ambienta’s support will be instrumental in our path to become the leading outfitter for babies, children and families in Europe.”

Ambienta was advised on the transaction by Ommax on commercial due diligence, Houlihan Lokey on M&A buy-side and debt advice, Noerr on legal and structuring due diligence, KPMG on financial and tax due diligence and ERM on ESG due diligence.

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Ambienta

Ambienta is a European environmental sustainability investor across private and public markets. Operating out of Milan, London, Paris and Munich, Ambienta manages over €3.0 billion in assets with a focus on investing in private and public companies driven by environmental megatrends and whose products or services improve resource efficiency or pollution control. In private equity, Ambienta has completed 58 investments to date. In public equity markets, Ambienta has pioneered one of the world’s largest absolute return fund entirely focused on environmental sustainability and manages a full suite of sustainable products ranging from low-risk multi-asset fund to equity long only.

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