

PLANET FIRST PARTNERS BRINGS UNIQUE INVESTMENT APPROACH TO FUNDING SUSTAINABLE CONSUMER PRODUCTS AND TECHNOLOGIES

New investment platform run by highly experienced team with influential advisory board will focus on growth capital. Proven products will be brought to scale under principles of being 'good for people, good for the planet and good for investors'.



London, 9.30am WEDNESDAY April 28th -- A major new player in European sustainability growth-capital investment emerges today with the announcement that Planet First Partners is about to hit its €1/4bn target for a first funding round.

The London-based investment team is focused on growth-capital investment in consumer-facing European technologies that have passed their proof-of-concept stage. Target companies will be those ready to reach global status with products that are good for the planet, good for people and good for investors.

The management team of Planet First Partners is led by skilled investors Frédéric de Mévius and Alexander de Wit, who previously brought to market consumer brands such as Oatly and Glaceau Mineral Water. The pair are supported by a high-calibre advisory board including Formula E Chairman Alejandro Agag, WPP Chief Client Officer Lindsay Pattison, former Belgian Prime Minister Guy Verhofstadt, COO of the Bill and Melinda Gates Foundation Connie Collingsworth, former Energy Commissioner for

Spain Vicente Lopez-Ibor Mayor and Chairman of Oxford's Institute for East West Strategic Studies Jean-Christophe von Pfetten.

Announcing its arrival in the market today, Planet First Partners said it had raised €170m with commitments of a further €70m involving investors from the UK, France, Belgium and South-East Asia. The company is targeting investment from family-offices as well as institutions.

Planet First Partners has already made one significant investment, in the revolutionary plastics firm Polymateria, which recently supported the creation of the world's first production standard for truly biodegradable plastics. Polymateria is poised to make major announcements about its future expansion.

Private equity and deep operational experience for long-term value creation

The long-view approach of Planet First Partners and the credibility of its experienced management team will appeal to family-office investment groups, as well as institutional investors. A first anchor investor is Adrien Invest, one of the investment vehicles tied to the AB InBev families. Another is a major European financial institution. Planet First Partners will pay particular attention to next-generation investment leaders in the family-office world.

Having spotted a funding shortfall in the market between the venture-capital stage and the IPO stage for green technologies, Planet First Partners will call on the credibility and authority of its founders and its high-powered advisory board.

Frédéric de Mévius and Alexander de Wit, the co-managing partners, worked together at the private investment company Verlinvest, where they concentrated on health and nutrition products. Among the brands they brought to market using a private-equity approach to guiding management were Oatly and Glaceau Vitamin Water.

Frédéric de Mévius said the company would fill a gap in the funding market for sustainability, nutrition and health technologies. But it will also fulfil a need for investors looking to support businesses that help the planet without sacrificing returns.

"Tomorrow's consumers won't compromise on price and sustainability; tomorrow's investors won't compromise on returns and sustainability; we aim to ensure that today's investors don't need to compromise either," de Mévius said.

Planet First Partners' first-round raise comes from institutional and private investors such as Adrien Invest.

With this fund, Planet First Partners will invest in companies that are in their growth stage (series B, C & D), taking minority positions as lead or co-lead with a board seat and strong minority rights. By focusing on the growth stage, Planet First Partners wants to increase access to growth capital for European-based companies.

De Mévius said: "There is a significant lack of growth capital on the European continent - in particular when it comes to companies that are at the forefront of providing healthier and more sustainable solutions. At the same time, there is already a growing cluster of innovative companies that are ready to grow into global leaders. Planet First Partners can provide them with the necessary funding and hands-on support to ensure their further growth and internationalisation."

Measurable impact on health and sustainability

In line with the vast experience of both Managing Partners, the sweet spot for investments by Planet First Partners will lie at the intersection of consumer brands, sustainability and technology.

"Europe leads the world in adopting clear sustainability goals and investment programs, in response to changing consumer opinions and behaviours as well as regulation. This revolution has created a growing consumer demand for greener technologies and brands. These companies, who we believe will be the driving force towards a more sustainable future, are currently emerging from their VC stage and need growth capital and support to become global leaders in their industry. With Planet First Partners, we want to provide exactly that." says Managing Partner Alexander de Wit.

Examples of potential future investments include companies active in consumer health, alternative foods, sustainable supply chains, clean energy, smart cities and industry 4.0.

In that last category, Planet First Partners has already acquired a minority stake in Polymateria, an advanced technology company based at Imperial College London. Polymateria has developed a new standard for biodegradable and compostable plastics, thereby creating the world's first biodegradable as well as recyclable plastic packaging. With this, they seek to halt the global plastic pollution catastrophe.

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More about Planet First Partners

Planet First Partners (PFP) is a purpose-led European growth investment platform partnering up with growth entrepreneurs in the Better for You (consumer, health services, education) and Better for the Planet (environment) spaces. PFP invests in innovative European growth companies and supports their

global expansion through its operational approach and ecosystem. PFP was created in 2019 by former Verinvest founder, CEO and later Chairman Frédéric de Mévius and former Managing Director Alexander de Wit.

In line with the vision of Planet First Partners, investments will be made in European-based companies that have a positive impact on people and the planet. Their business model and methods must be in line with the European Green Deal and selected UN Sustainable Development Goals. Planet First Partners' team includes scientific experts who ensure the sustainability credentials of the investment methodology, as well as the impact of the investment decisions. The performance in this area will be measured twice every year by external experts.

Planet First Partners is located in Luxembourg, with an investment team based in London. The Planet First Partners team is supported by a complementary board of advisors, such as Formula E Chairman Alejandro Agag, WPP Chief Client Officer Lindsay Pattison, former Belgian Prime Minister Guy Verhofstadt, COO of the Bill and Melinda Gates Foundation Connie Collingsworth, former Energy Commissioner for Spain Vicente Lopez-Ibor Mayor and Chairman of Oxford's Institute for East West Strategic Studies Jean-Christophe von Pfetten.

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