

SUCCESSFUL ITALIAN ACQUISITION FOR NCA ENTREPRENEUR PAOLO CIARLARIELLO

Baar, September 23, 2024 – Novastone Capital Advisors (NCA) is proud to announce the next acquisition in Italy as part of our Entrepreneurship Through Acquisition (ETA) Program by Entrepreneur Paolo Ciarlariello.

MARCONA 3 - CONNECTING NEW TALENT AND LUXURY BRANDS WITH THE GLOBAL PUBLIC

Paolo Ciarlariello joined NCA's ETA program in 2023 with 30 years of professional experience and a specialization in luxury. His search focused on acquiring a luxury business in Italy, France or Switzerland, and this month, after just over one year in the NCA program, a group of investors led by NCA and Paolo Ciarlariello successfully acquired Marcona 3, one of the most important showrooms in Italy. Founded by Piero Tordini in 2001, Marcona 3 is a Milan and Paris-based showroom for upcoming and established luxury brands.

"Marcona 3 is a very exciting company that sees every season as a new way to reinvent style, connecting exclusive brands and clients across the globe," said Paolo. "I am thrilled to be investing in Marcona 3 to develop this fantastic company on an international level. The current owner, Piero Tordini, is also reinvesting in the company together with the key managers. We will be working together to grow the business."

Piero Tordini expressed, "Our partnership with NCA and Paolo Ciarlariello presents an exciting opportunity to advance the growth journey we began over twenty years ago. We have achieved remarkable milestones; Marcona 3 has been instrumental in developing numerous brands that have since become global leaders, serving as a benchmark for luxury retailers worldwide. By leveraging our combined expertise, I believe we can further accelerate innovation within our business model, underscoring our commitment to continuous improvement and enhancing our competitiveness in the global market."

"We want to congratulate Paolo for this remarkable deal, which marks the second successful acquisition for NCA in Italy and further establishes ETA as a unique solution for addressing succession challenges," said Christian Malek, NCA's CEO. "We look forward to supporting Paolo in his new role at Marcona 3 as it expands its international footprint and continues to grow under his leadership."

Paolo expressed his gratitude to Piero Tordini for the trust placed in him during the acquisition. He also acknowledged NCA for their essential support in securing investors and funding throughout the process. Additionally, he extended heartfelt thanks to the entire NCA team for their dedication and hard work in preparing and executing this closing.

NCA and Paolo Ciarlariello were supported by Avv. Francesca Baldi and her team of Baldi & Partners for the legal support throughout the negotiation and due diligence phase, Grant Thornton Financial Advisory Services with a team led by Antonio Aiuto who handled the

financial due diligence, Equity Factory with a team led by Stefano Marsilli, acted as Debt advisor in structuring the financing of the deal and Banca Progetto with Exvi S.p.A. for the financing of the acquisition.

CF&S Advisors, with a team coordinated by the Managing Partner Marco Lazzaro, acted as lead strategic and financial advisor to the Seller, supporting Piero Tordini and the Management in all the phases of the transaction. For the legal and contractual aspects, the Seller was assisted by TARGET LAW with a team coordinated by the Partner Avv. Fabio Coppola and by Studio Legale Formica with the Partners Avv. Domenico Formica and Avv. Diego Ercoli. For all the tax aspects the seller was assisted by Studio Santini Commercialisti Associati with the Partner Dott. Franco Santini.

For more information about Paolo please visit: <https://www.linkedin.com/in/paolo-ciarlariello-%E6%9F%A5%E6%98%8E%E7%9D%BF-70b1a2/>.

For more information about Marcona3 please visit: www.marcona3.com

For more information about NCA please visit: www.novastone-ca.com

About Novastone Capital Advisors

Novastone Capital Advisors (NCA), founded in 2019, operates a specialized Entrepreneurship Through Acquisition (ETA) program that facilitates connections between investors and skilled entrepreneurs seeking to identify, acquire, manage, and expand privately held SMEs. The ETA Program is designed to create mutually advantageous outcomes for all involved parties: entrepreneurs gain access to capital and guidance on their journey to business ownership; co-investors access robust investment opportunities with a track record of success; and SME owners secure long-term succession solutions through qualified, funded entrepreneurs who uphold business legacy and continuity. With a team of over 40 professionals, 50 program participants, and 18 platform companies acquired, NCA stands as the leading program of its kind on a global scale.