

LION EQUITY PARTNERS COMPLETES ACQUISITION OF VIVABOX USA FROM SODEXO

Denver, CO (September 18, 2017) – Lion Equity Partners, through its affiliate Lion Equity Holdings II, LLC (“Lion Equity”), announced that on August 31st it acquired Vivabox USA (“Vivabox”) from Sodexo Pass USA, Inc., an affiliate of Sodexo Group, S.A. Vivabox is a leading provider of products and services to the sample and subscription box industry.

Vivabox, headquartered in Gaithersburg, MD, provides specialized marketing services to retail businesses across a variety of consumer product categories. The Company’s primary focus is multi-branded “sample boxes” for retailers. Services include design and packaging management, complete box and bag content management, and logistics support through an international network of strategic partners. The Company’s core “Vivabox” product is a curated variety of product samples contained in a uniquely branded package. Samples within the package come from a crafted array of brands that fall under the same product category, with the goal of taking a complex category (e.g., perfume) and simplifying it for the consumer.

“Vivabox is a dynamic, growth-oriented company with a long-standing reputation for delivering high quality products and services to some of the world’s largest retailers.” said Tom Carney, Operating Partner of Lion Equity. “We believe the company is well positioned for continued growth, both organically and through strategic add-on acquisitions.”

“We are very excited about our future,” Vivabox Chief Executive Officer, Desiree Paquette said. “Our strength has always been seamless and scalable management of the entire process of delivering a unique product to clients. The combination of Vivabox’s consumer products expertise along with strategic direction and capital from Lion Equity, positions our company extremely well for continued success.”

Mr. Carney added “we look forward to working with Vivabox’s management team to execute the company’s growth strategy. Vivabox has emerged as leader in the multi-branded sample box segment, and is uniquely positioned to provide true “turnkey” solutions to leading brands and retailers.”

The terms of the deal were not disclosed.

About Lion Equity Partners:

Lion Equity Partners (www.lionequity.com) is a Denver, CO based private investment firm focused on acquiring controlling interests in middle-market businesses across multiple industries. Lion Equity specializes in acquiring divisions of larger corporations, and has significant experience in the divestiture process. Lion Equity’s investment strategy is centered on creating value in its portfolio companies through a combination of organic growth and add-on acquisitions. Lion Equity supports its portfolio companies with strategic and financial resources, operational guidance, and M&A expertise.

About Vivabox:

Vivabox, located in Gaithersburg, MD, provides targeted multi-branded marketing opportunities for global companies as well as design and fulfillment of enterprise-wide loyalty programs. Further leveraging core design and packaging capabilities, Vivabox has developed new markets and deepened existing client relationships with complete program management of existing and emerging loyalty programs. This proficiency, coupled with streamlined production processes, has positioned Vivabox well in the subscription marketplace, now selling direct to consumer as well as managing end-to-end sourcing and fulfillment for clients’ subscription initiatives.

About Sodexo Corporation:

Sodexo is the global leader in services that improve Quality of Life, an essential factor in individual and organizational performance. Operating in 80 countries, Sodexo is a €20.2 billion company, and serves 75 million consumers each day through its unique combination of On-site Services, Benefits and Rewards Services and Personal and Home Services. Through its more than 100 services, Sodexo provides clients an integrated offering developed over 50 years of experience: from foodservices, reception, maintenance and cleaning, to facilities and equipment management; from Meal Pass, Gift Pass and Mobility Pass benefits for employees to in-home assistance and concierge services.