

Joe & the Juice Announces Strategic Growth Investment from General Atlantic[:de]JOE & THE JUICE OFFENTLIGGØR STRATEGISK VÆKSTINVESTERING FRA GENERAL ATLANTIC

Copenhagen, Denmark and New York[:de]KØBENHAVEN, DANMARK, og NEW YORK, NEW YORK - October 12, 2016

Joe & the Juice, a fast-growing urban juice bar and coffee concept, today announced that General Atlantic, a leading growth equity firm, has made a strategic growth investment in the company. General Atlantic joins existing investor Valedo Partners, a Stockholm-based growth-oriented private equity firm, as a minority shareholder.

Founded in Copenhagen in 2002 by CEO Kaspar Basse, Joe & the Juice offers a modern urban ambiance appealing to millennial customers looking for convenience as they live fast-paced, yet healthy lifestyles. Using high-quality, natural, and organic ingredients, the company offers freshly prepared juices, shakes, coffee, and sandwiches. Joe & the Juice's emphasis on customer service has created a unique atmosphere within its stores where customers can work or socialize while enjoying exceptional juice and coffee products. The company has a strong global presence with 160 stores worldwide, in which a majority of the stores are located in the Nordic region of Europe and across the UK. The company has a growing presence in Asia and recently entered the US market.

"Joe & the Juice has become a cultural hot-spot in northern Europe, providing a hip environment where both employees and customers enjoy spending time. I am grateful for the significant recognition that Joe & the Juice has received over the last few years from our customers, team members, and also potential investors," said Kaspar Basse, Founder, and CEO of Joe & the Juice. "We are thrilled to welcome General Atlantic as our new investment partner alongside Valedo. General Atlantic has a strong track record of supporting high-growth companies as they expand globally and we look forward to leveraging the firm's expertise in the retail and restaurant sectors as we continue to build our brand globally."

As part of the investment, General Atlantic's Andrew Crawford, Managing Director and Global Head of the Retail & Consumer sector team, and Melis Kahya, a senior member of the Retail & Consumer sector team who leads the firm's efforts in the EMEA region, will join Joe & the Juice's Board of Directors.

"It is rare to come across a unique restaurant concept like Joe & the Juice that offers such a well-loved and high-quality product and that also travels so well across geographies. We are very excited about the company's opportunity to expand its presence beyond Europe," said Andrew Crawford of General Atlantic.

"Joe & the Juice will be our first retail and consumer investment in EMEA, which speaks volumes to the confidence we have in Kaspar, his team of dedicated employees, and in our conviction that we can be a strong strategic resource to the company. We look forward to partnering with the Joe & the Juice team and Valedo in the company's next phase of growth," said Melis Kahya of General Atlantic.

Joe & the Juice plans to continue leveraging the favorable macro trends of an increasing customer need for convenience and healthy living as it expands its global footprint into the US and UK markets, as well as other key geographic regions.

About Joe & the Juice

Joe & the Juice is an urban juice bar and coffee concept operating in 160 locations throughout Europe, with a growing presence in Asia and the United States. Founded in 2002, the company sells freshly prepared juices, shakes, sandwiches, and coffee, using natural and organic ingredients sourced from growers directly. The differentiated concept offers a modern, urban, and hip ambiance makes it easy for customers who like a fast yet healthy lifestyle while still enjoying an authentic and unique brand. www.joejuice.com

About General Atlantic

General Atlantic is a leading global growth equity firm providing capital and strategic support for growth companies. Established in 1980, General Atlantic combines a collaborative global approach, sector-specific expertise, long-term investment horizon, and a deep understanding of growth drivers to partner with great management and build exceptional businesses worldwide. The firm has a differentiated track record of partnering with leading global brands such as Airbnb, Axel Springer, Barteca Holdings, Klarna, Too Faced Cosmetics, Tory Burch, Uber, and Zimmermann. General Atlantic has more than 100 investment professionals based in New York, Greenwich, Palo Alto, Sao Paulo, Mexico City, London, Munich, Amsterdam, Beijing, Hong Kong, Mumbai, and Singapore. www.generalatlantic.com

About Valedo Partners

Valedo is an independent Swedish investment company that invests in high-quality small and mid-cap companies in the Nordic region. Valedo focuses on companies with clear growth and development potential where Valedo can actively contribute to and accelerate the companies' development. Being an active owner and contributor of both capital and industrial experience, Valedo helps to ensure that its companies can achieve their full potential. www.valedopartners.com

[de]Joe & the Juice, et hastigt ekspanderende juice- og kaffebarkoncept med fokus på større byer, offentliggjorde i dag, at General Atlantic, en førende kapitalfond inden for vækstkapital, har foretaget en strategisk vækstinvestering i virksomheden. General Atlantic slutter sig som mindretalsaktionær til den eksisterende investor, Valedo Partners, en kapitalfond med base i Stockholm.

Joe & the Juice blev grundlagt i København i 2002 af administrerende direktør Kaspar Basse, og byder på en moderne storbystemning, der især appellerer til yngre kunder med behov for bekvemmelighed, der passer til deres travle men alligevel sundhedsorienterede livsstil. Med brug af naturlige, økologiske ingredienser af høj kvalitet byder virksomheden på frisklavede juices, shakes, kaffe og sandwiches. Joe & the Juices fokus på kundeservice har skabt en unik atmosfære i barerne, hvor kunderne kan sidde og arbejde eller hygge sig sammen, mens de nyder et fremragende juice- eller kaffeprodukt. Virksomheden har en stærk global tilstedeværelse med 160 forretninger på verdensplan, hvoraf hovedparten er placeret i den nordlige del af Europa og på tværs af Storbritannien. Virksomheden oplever vækst i Asien og indtrådte for nylig på markedet i USA.

"Joe & the Juice er blevet en kulturel magnet i Nordeuropa, hvor man finder et moderne miljø, hvor både medarbejderne og kunderne elsker at være. Jeg er taknemmelig for den stærke anerkendelse, som Joe & the Juice har modtaget gennem de seneste år fra vores kunder, medarbejdere og potentielle investorer," udtaler Kaspar Basse, grundlægger af, og administrerende direktør for Joe & the Juice. "Vi er begejstrede for at kunne byde General Atlantic velkommen som vores nye investeringspartner sammen med Valedo. General Atlantic har en stærk historik med at understøtte hurtigt voksende virksomheders globale ekspansion, og vi ser frem til at drage fordel af deres ekspertise inden for detail- og restaurationsbranchen som en del af vores fortsatte globale opbygning af vores brand."

Som en del af investeringen vil General Atlantic's Andrew Crawford, Managing Director og global chef for Detail- & Consumer-teamet samt Melis Kahya, ledende medlem af Detail- & Consumer-teamet, som står i spidsen for virksomhedens arbejde i EMEA-regionen, indgå i bestyrelsen for Joe & the Juice.

"Det er sjældent, at man støder på et unikt restaurantkoncept som Joe & the Juice, der tilbyder et produkt, der er så populært og af så høj kvalitet, og som også har så stærk en international appel. Vi er meget begejstrede for virksomhedens muligheder for ekspansion uden for Europa," udtaler Andrew Crawford fra General Atlantic.

"Joe & the Juice vil være vores første detail- og Consumer investering i EMEA-regionen, hvilket viser den tillid, vi har til Kaspar, hans team af dedikerede medarbejdere og vores overbevisning om, at vi kan udgøre en stærk strategisk ressource for virksomheden. Vi ser frem til partnerskabet med teamet bag Joe & the Juice og med Valedo i virksomhedens næste vækstfase," udtaler Melis Kahya fra General Atlantic.

Joe & the Juice har planer om fortsat at udnytte den favorable makrotrend for stigende forbrugerefterspørgsel efter bekvemmelighed og sund livsstil, mens virksomheden fortsætter med at udvide sit globale fodaftryk i Storbritannien og USA samt andre geografiske nøgleområder.

Om Joe & the Juice

Joe & the Juice er et juice- og kaffebarkoncept med fokus på større byer med 160 forretninger på tværs af Europa og en ekspanderende tilstedeværelse i Asien og USA. Virksomheden blev grundlagt i 2002, og sælger frisklavede juices, shakes, sandwiches og kaffe med udgangspunkt i naturlige og økologiske ingredienser, der indkøbes direkte fra producenterne. Det differentierede koncept byder på en moderne og storbypræget stemning, der understøtter kundernes behov for bekvemmelighed og sund livsstil, samtidig med at de nyder en autentisk og unik oplevelse.
www.joejuice.com

Om General Atlantic

General Atlantic er en førende global kapitalfond, der leverer kapital og strategisk støtte til virksomheder i vækst. General Atlantic blev grundlagt i 1980, og kombinerer en global tilgang med branchespecifik ekspertise, en lang investeringshorisont og en dybtgående forståelse for vækstparametre med henblik på partnerskab med dygtige ledere og opbygning af enestående virksomheder verden over. Virksomheden har haft partnerskaber med så forskellige virksomheder som Airbnb, Axel Springer, Barteca Holdings, Klarna, Too Faced Cosmetics, Tory Burch, Uber og Zimmermann. General Atlantic beskæftiger mere end 100 investeringseksperter i New York, Greenwich, Palo Alto, Sao Paulo, Mexico City, London, München, Amsterdam, Beijing, Hong Kong, Mumbai og Singapore.
www.generalatlantic.com

Om Valedo Partners

Valedo er et uafhængigt svenskbaseret investeringsselskab, som i partnerskab med entreprenører og tidligere ejere investerer i små/mellemstore virksomheder med base i Norden. Valedo fokuserer på virksomheder som har et stort vækstpotentiale og hvor Valedo aktivt kan bidrage med at accelerere virksomhedens vækstplaner. Ved at være en aktiv ejer som bidrager med både kapital og industriel erfaring, sikrer Valedo at stærke virksomheder kan opnå sit fulde potentiale. valedopartners.com

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