ZIMMERMANN Targets Global Expansion in Partnership with GA

Sydney, Australia and New York, New York - March 4, 2016

ZIMMERMANN, the Australian luxury fashion brand, announced today a minority investment from General Atlantic, a leading global growth equity firm, to accelerate the company's expansion in the United States, Europe and around the world.

Sisters Nicky and Simone Zimmermann founded their namesake brand in Sydney in 1991.

"We are thrilled to have General Atlantic join us as we continue on our path of building a global luxury brand from Australia. " said ZIMMERMANN Creative Director and Co-Founder, Nicky Zimmermann.

Chris Olliver, CEO of ZIMMERMANN, added: "Nicky and Simone have created a unique and authentic brand with a clear and consistent aesthetic. There are so many amazing possibilities and the opportunity to build on our brand vision and partner with a successful, experienced and globally-minded firm like General Atlantic is a very exciting one."

In the company's next phase of growth, ZIMMERMANN plans to continue expanding its presence globally with multi-channel distribution including new store openings, selective wholesale partnerships, and e-commerce throughout the United States, Europe and the rest of the world.

"As Australia's leading luxury fashion brand, ZIMMERMANN brings a fresh perspective to the global luxury fashion market with a truly outstanding creative energy and a clear and differentiated design vision." said Andrew Ferrer, Principal of General Atlantic's Global Retail & Consumer team, based in New York. He continued, "With such a strong aesthetic and unique offer, there is significant opportunity to expand across all channels and geographies. We look forward to working with ZIMMERMANN's impressive entrepreneurial founders and highly committed team to build upon the brand's strong momentum."

Nicky added: "Simone and I feel extremely fortunate to work with incredibly creative people and to continue on this journey to take our Australian fashion story to an even larger audience around the world. The loyalty and passion from our clients, team and supporters over many years is something that we never take for granted. It drives us season after season to create more unique collections, and to pursue new ideas and projects that engage and entertain the people who love our brand. There is so much for us to do and so much to look forward to."

General Atlantic's Global Retail & Consumer sector, led by Andrew Crawford, focuses on differentiated brands, products and business models that capitalize on global consumer trends. As a firm, General Atlantic has made strategic investments in brands including luxury lifestyle brand Tory Burch; Too Faced Cosmetics, a global beauty brand specializing in high-quality and innovative make-up products; and market leading technology businesses such as Uber and Airbnb.

ZIMMERMANN's founders and management team remain majority shareholders in the company and General Atlantic will join the ZIMMERMANN Board.

About ZIMMERMANN

One glance and you know that dress or bikini is ZIMMERMANN. This iconic Australian brand has stayed true to its original vision: sophisticated femininity, a passion for detail and a love of colour and print.

Sisters Nicky and Simone Zimmermann founded their namesake brand in Sydney in 1991. Early in its evolution, ZIMMERMANN took the bold step of fusing fashion with swimwear and presented it to the world. It immediately found its following with the fashion elite, creating a new point of reference in flattering, feminine and stylish

swimwear.

While the swimsuit thrust ZIMMERMANN on to the international stage, it has been its optimistic, feminine and consistently desirable collections across its Ready-To-Wear and Resort categories that have propelled it to greater global appeal.

While Sydney remains home, ZIMMERMANN presents its Ready-to-Wear collections each season at New York Fashion Week.

ZIMMERMANN maintains a collection of 22 standalone stores worldwide and a successful online platform that reflects the brand's modern and upbeat aesthetic. ZIMMERMANN also maintains a selective presence in the world's most iconic and prestigious department stores, independent and online luxury fashion retailers. www.zimmermannwear.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. General Atlantic has more than 100 investment professionals based in New York, Amsterdam, Beijing, Greenwich, Hong Kong, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo and Singapore. www.generalatlantic.com

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