

SCOPE



SCOPE DIVESTS SWEDISH UNDERWEAR SUCCESS MISS MARY

On December 10, 2024, Hartenberg Holding, through enterstore agreed to acquire Miss Mary from a group of shareholders led by Scope.

In 2019, Scope partnered with CEO Elisabet Sandström to accelerate Miss Mary's transformation from a supplier of technical women's underwear to mail order or catalogue vendors, into a fast-growing, direct to consumer niche underwear specialist under the stewardship of Mrs Sandström as CEO. Over the holding period, direct to consumer business has grown over 30% p.a. and now represents more than 75% of the group revenues. Overall, 90% of Miss Mary products are now sold online and its largest markets are Germany, Sweden and the Netherlands.

Miss Mary has proven a great example for how embracing change can generate stand-out performance in a mature market. The opportunity for Miss Mary remains very attractive given the head-start Miss Mary has managed to capture in a very large market, and we truly look forward to follow the continued journey.

“Having established the platform and proven the scalability, we are pleased to hand over Miss Mary to enterstore and Hartenberg for the next leg of the journey, while still under management of Mrs Sandström. We are also happy to add another successful investment to our realised track record of consumer brand investments in this market” says Sofia von Schéele, Partner at Scope.

Carnegie Investment Bank advised on the transaction together with Roschier Advokatbyrå and KPMG.

Scope

Scope invests in strong consumer brands, actively partnering with entrepreneurs and managements to help capture the inherent potential in further strengthening differentiated consumer relationships with bespoke digitalisation initiatives and organisational build outs. Since 2001, Scope has made partner investments in consumer brand companies like Happy Socks, Klättermusen, Maileg and Miss Mary. Scope has representation in Stockholm, Sweden and Geneva, Switzerland.

www.scope.se

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Hartenberg Holding

Hartenberg Holding is a Prague-based investment firm specializing in strategic projects across Central European region, with a particular focus on consumer markets and real estate, totalling over €700 million in revenues. Backed by equity commitments of €300 million, the firm partners with high-potential businesses to nurture sustainable growth and long-term value creation through active collaboration with management teams.

www.hartenbergholding.com

enterstore

enterstore is a dynamic e-commerce group dedicated to building a portfolio of leading brands in niche sectors. Established in 2018, enterstore focuses on driving growth for its companies by fostering collaboration and leveraging shared expertise. The group includes successful brands such as Astratex, Sportega, Ovečkárna, and Unuo. enterstore companies currently operate in 17 European countries and employ over 500 people, underscoring the group's expansive reach and significant market presence.

www.enterstore.com