

REGENT ACQUIRES BALLY FROM JAB

BEVERLY HILLS, CA (August 15, 2024) – An affiliate of Regent has acquired Bally International A.G. (“Bally”), the Switzerland-based luxury shoe and accessories company, from JAB.

“Bally is one of the world’s great heritage luxury brands,” said Michael Reinstein, Founder and Chairman of Regent. “Its legacy, built on over 170 years of timeless design and unparalleled quality, is a testament to refined Swiss elegance and an unwavering commitment to craftsmanship. We are honored to be entrusted with shaping the next chapter of this remarkable story.”

Bally’s unique designs span shoes, accessories, and ready-to-wear, driven by a dedication to artistry and a contemporary aesthetic. Recently, Bally has transformed its international development strategy and reimagined its creative direction.

Joachim Creus, Managing Partner, Vice Chairman, and CEO of JAB, added: “Since our first investment in Bally, the brand has undergone significant operational and creative evolution. Today, it enjoys global recognition, and its latest creative direction has been celebrated worldwide. It has been a privilege to own this storied brand, and we will watch its future with great interest.”

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About Bally

Bally is a Swiss luxury brand established in 1851, with a rich heritage in shoemaking, and a longstanding relationship to architecture, arts and the environment. Today, the brand offers unique designs across shoes, accessories and ready-to-wear, driven by a dedication to craftsmanship and a contemporary aesthetic.

About Regent, L.P.

Regent is a global investment firm focused on acquiring businesses across diverse sectors, including retail, luxury, media, technology, automotive, and industrial.

Selected investments include DIM, Club Monaco, Escada, Nur Die, La Senza, Sassoon, Lydech, Boundless Learning, DiamondBack, Redline, DryBar, Lillian Vernon, and a media portfolio comprised of newspapers and magazines including Sunset, Defense News, Military Times and broadcaster CheddarTV. Regent is based in Beverly Hills, California.

For more information, please visit www.regentlp.com

About JAB

JAB is an investment holding company that invests in insurance and consumer-focused industries with attractive long-term dynamics, including strong growth prospects, attractive margin and cash flow characteristics, and proven resiliency. JAB is the anchor shareholder of Keurig Dr Pepper Inc., a leader in the North American beverage industry, and Krispy Kreme, Inc. a global leader in doughnuts and other premium-quality sweet treats. JAB is also the controlling shareholder of Coty Inc., a global leader in beauty.

Together with JAB Consumer Partners, JAB is the controlling shareholder of JDE Peet’s, the world’s leading pure play coffee and tea company; National Veterinary Associates, one of the world’s largest animal care services platforms; Independence Pet Holdings, a leading provider of pet insurance in North America; Pinnacle Pet Group, a leading provider of pet insurance in Europe; Panera Brands Inc., one of the world’s largest fast casual restaurant companies, which includes Panera Bread, Caribou Coffee and Einstein Bros. Bagels; Pret A Manger, a leading company in the ready-to-eat fresh food market; and Espresso House, the largest branded coffee shop chain in Scandinavia.

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