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BARCLAYS VENTURES & MATRIX REALISE INVESTMENT IN ORIGINAL ADDITIONS

Barclays Ventures and Matrix Private Equity Partners (Matrix) have sold their investment in Original Additions, the leading beauty accessories business.

Original Additions, which sells eyelash collections designed by Girls Aloud, alongside ranges inspired by Sex and the City and Paris Hilton, has a presence in over 30 international markets. Its principal brands, Elegant Touch and Eylure, are amongst the leading nail care and eyelash brands in Europe.

Original Additions has been sold in a secondary MBO financed by LDC. Barclays Ventures and Matrix originally supported the MBO of Original Additions in 2004, when management acquired the business from private ownership.

Original Additions is based in Hayes, Middlesex, employs 70 staff and has an annual turnover of over £30 million.

Jeremy Morgan, Joint Head of Barclays Ventures comments: "Original Additions has been a high quality investment. It has traded exceptionally well through the downturn and is continuing its impressive growth story via entry into both the US and Chinese markets where significant opportunities exist. We wish the team and business well in their next phase of development".

Mike Walker, a partner at Matrix comments: "Original Additions has been an excellent growth story, more than doubling sales over the past

six years and emerging as the clear market leader in the UK nail and eyelash retail category. We wish Simon Zussman and his team every success in the next stage in the company's development".

Simon Zussman, Managing Director of Original Additions, comments: "Barclays Ventures and Matrix have been highly supportive financial investors over the past six years. We now look forward to further growing our international presence".

Quayle Munro acted as Financial Adviser and Taylor Wessing acted as legal advisers to Original Additions.

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Matrix Private Equity Partners LLP ['Matrix']

Matrix is a leading VCT Manager in the UK and has a focus on MBO transactions. Matrix advises four Income & Growth VCTs with £120 million Funds under Management. Matrix is a stable, experienced team with an excellent record of realisations. In recent years, eight separate cash realisations have been achieved by Matrix, returning £41.5m, a 3.1 X multiple of the £13.3m cost. They are Holloway White Allom (5.2x), BBI (3.3x), Ministry of Cake (2.5x), Ruskin (3.0x), Apollo Lifts (3.0x), Gyro (3.0x), Tottel (4.0x) and Pasta King (3.2x).

Since 2004, Matrix has raised over £85m for its Income & Growth VCTs. Matrix Private Equity Partners LLP has 16 staff and is jointly owned by its management team and Matrix Group.

Matrix Group

Matrix Private Equity Partners LLP is part of Matrix Group, a UK based privately owned financial services business with around £4.25 billion of assets under management and 250 professionals employed across three divisions: asset management, investment banking and property. Since inception in 1987, Matrix has raised more than £20 billion of assets for investments across these business areas.