



## **FOR IMMEDIATE RELEASE**

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### **Acquisition of Mandarin Holding propels La Perla onto European Stock Exchange**

**Amsterdam** – La Perla World, a company controlled by the same shareholders as the luxury real-estate and lifestyle specialist La Perla International Living NV, will launch a public offer for the NYSE Euronext-listed, French real-estate group Mandarin Holding. The major Mandarin shareholders, representing over 80 percent of Mandarin Holding, signed an agreement on 17 February 2009 to offer their shares to a special-purpose entity formed by La Perla World to facilitate the acquisition. The new company, La Perla World/Mandarin Holding, further intends to acquire the La Perla International Living brand name and a number of other assets of La Perla International Living NV.

The transaction gives La Perla World a listing on the NYSE Euronext exchange, making it possible to tap into capital markets and ensuring further growth not only in Morocco, where Mandarin Holding has a strong presence, but also in emerging markets across the world. La Perla International Living NV expects to post consolidated revenues of around €90m for 2008.

#### **What is La Perla World?**

La Perla World is a new platform that unites the existing competencies of La Perla Investments – an investment division – and La Perla Management – a development and services division – both of which are supported by the La Perla International Living brand. The combination of these entities, which usually operate separately in the international real-estate world, makes it possible to do business in a way that generates extra synergy and value for partners, customers and the industry.