

ShawKwei & Partners acquires Australian beauty and healthcare company Rauxel Pty Ltd

Hong Kong, 12 April 2022: ShawKwei & Partners (“ShawKwei”) announces the 100% acquisition of Rauxel Pty Ltd (“Rauxel”), a leading Australian beauty and healthcare company. ShawKwei is a long established Asian private equity firm and the acquisition of Rauxel will be merged into ShawKwei’s existing portfolio company Icons Beauty Group (“Icons”).

Founded in 1986 by Fred Exner in Sydney, Australia, Rauxel manufactures beauty and healthcare products with over 90% of products based on custom formulations developed by Rauxel’s in-house laboratory experts. Specializing in botanicals and natural extracts, Rauxel supports the global trends for sustainable, innovative, and natural beauty products. Leading professional haircare and skin care brands depend on Rauxel for critical new product development and launches.

Kyle Shaw, Founder and Managing Partner of ShawKwei said, “Rauxel develops natural formulations and then manufacturers high quality beauty and healthcare products. This Rauxel acquisition is an example of the strategic expansion we are currently pursuing for Icons, ShawKwei’s global formulation and primary packaging company serving leading brands in the beauty, cosmetic, and healthcare sectors.”

Fred Exner, Founder of Rauxel: “Rauxel has a long history of providing a complete range of manufacturing services to Australian haircare and skincare brands who have been successful in the domestic and international markets. We are excited to be part of Icons Beauty Group. Icons is a great owner for the next chapter of Rauxel’s story, and in combination with Icons’ solutions and capabilities, Rauxel will be able to expand its global offering to an even larger combined customer base.”

Commenting on the acquisition Brian Lau, Managing Director of ShawKwei and Icons Director said, “Rauxel’s legendary founder, Fred Exner, has entrusted us with the business he started over 36 years ago because of his trust in ShawKwei and the many synergies with Icons. In particular, Rauxel is an excellent business partner for International Cosmetic Suppliers Ltd (“ICS”), a leading provider of primary packaging design and manufacturing which ShawKwei invested in 2020. ShawKwei continues to actively pursue complimentary acquisitions for Icons.”

Founded in 1991, ICS has been a pioneer in providing cosmetic, beauty and skin care packaging solutions to cosmetic and beauty brands around the world for 3 decades.

“I join Kyle and Brian in welcoming Rauxel to the Icons family. We look forward to the extensive synergy between Rauxel and ICS to deliver innovative, compelling and a broad set of services to our customers,” said Sue Nichols, Founder and CEO of ICS.

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About Icons Beauty Group

Icons Beauty Group (“Icons”) is a cosmetic and beauty corporation delivering innovative, sustainable product solutions to its customers. Icons is a manufacturer of world-class hair care, cosmetic, skincare and primary packaging, including design and supply. Portfolio companies within Icons Beauty Group work together to leverage synergies with a single culture and clear customer focus. Icons Beauty Group is 100% owned by ShawKwei & Partners. For more information please visit: <https://iconsbeautygroup.com/>

About International Cosmetic Suppliers Ltd.

Founded in 1991, ICS is a full-service provider of cosmetic, beauty, skin care and pharmaceutical packaging to global brands with five offices around the world including headquarters in Hong Kong, and offices in Taiwan, China, USA and Australia. ICS’s global presence combined with its technical know-how, and proximity to manufacturing has kept ICS at the forefront of the industry.

ICS specialties include product development and design, industrialization and engineering, R&D, project management, quality assurance and quality control, ethical sourcing, social accountability and sustainability, sales and business development, and supply chain and logistics.

ShawKwei & Partners invested in International Cosmetic Suppliers Ltd in 2020.

For more information please visit: <https://www.ics-world.com/>

About ShawKwei & Partners

ShawKwei & Partners (“ShawKwei”) is a private equity fund manager with offices in Hong Kong, Singapore, Shanghai, and San Francisco. ShawKwei invests in manufacturing, industrial, and service companies with revenues between US\$50-800 million operating across Asia, Europe, and the USA. After investing, ShawKwei improves businesses by partnering with management to identify and realize sustainable performance improvements in sales growth, margin expansion, and capital efficiency.

Kyle Shaw established ShawKwei & Partners in 1998 after previously managing Asian private equity funds for the Tudor Investment Group and Security Pacific National Bank. Past investments include YongLe Tape, China’s leading adhesive tape manufacturer; Beyonics, a precision manufacturer of metal, plastic, and electronics for the Healthcare, Automotive, and Technology industries operating across Asia; Flex Holdings (previously Flextronics), a contract manufacturer of electronic products; and Schmid Group, a German designer and manufacturer of equipment for solar, electronics, and lithium battery customers. For more information please visit: <http://www.shawkwei.com/>

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