

Samena Capital invests up to USD 35.0 million into Softlogic Holdings, a leading conglomerate in Sri Lanka

- **Growth capital investment to partner with Sri Lanka's leading domestic, consumer-focused conglomerate**
- **Proprietary transaction provides exposure to the largest hospital chain, the largest retail chain and the fastest growing life insurance business in the country**
- **Stable macro-economic environment provides an ideal background for multiyear growth visibility**

Colombo, 24th January 2018: Samena Capital, a principal investment group focused on the Subcontinent, Asia, Middle East and North Africa (collectively known as the SAMENA region), is pleased to announce that it has agreed to invest up to USD35.0 million into Softlogic Holdings ("Softlogic Group" or the "Company"). The investment will be made through a primary injection of capital and subscription to an equity rights issuance by Samena Special Situations Fund III L.P. (the "Fund") and a select group of co-investors. Samena Capital will become the largest external shareholder in the Company and Shirish Saraf, Founder & Vice Chairman of Samena Capital, will join its Board of Directors.

The investment will be Samena Capital's first investment in Sri Lanka and its fourth investment in Asia within the past six months. The investment further expands Samena Capital's footprint in growth sectors across Asia.

Softlogic Holdings is amongst Sri Lanka's leading conglomerates and was founded in 1991 by a dynamic first generation entrepreneur, Ashok Pathirage. Since inception, the Company has grown exponentially through a series of acquisitions across the key verticals of healthcare, financial services and consumer retail. The healthcare vertical comprises the Asiri Hospital chain, the country's largest private hospital chain. The financial services arm includes Softlogic Life, a highly profitable and rapidly growing life insurance business. The retail operations include Odel, Sri Lanka's best known home-grown apparel brand and the country's largest department store with a franchise distribution partnership with over 45 global brands. The Company generates annual consolidated revenues of over USD400 million with USD55 million in operating profits.

Each of these businesses cater to the rapidly growing consumer demand in Sri Lanka. As a result, each vertical has individually attracted external capital from marquee international investors such as TPG, DEG and FMO amongst others. However, this is the first time a proprietary equity transaction is being undertaken at the holding company level as Ashok Pathirage, the founder, sees the significant strategic and synergistic benefits from Samena Capital's strong shareholder network for the company.

Sri Lanka has been one of Asia's most exciting growth stories since the end of the civil war in 2011. A stable and high growth macro-economic environment is underpinned with the government's resolve on focusing on improving governance and transparency. As its export oriented growth strategy takes shape, the domestic consumption drivers will replicate the exponential growth witnessed in neighbouring emerging Asian economies.

Commenting on the investment, Shirish Saraf, Founder & Vice Chairman of Samena Capital, said, "We are delighted about our first investment in Sri Lanka and to partner with Ashok Pathirage in Softlogic Holdings. We strongly believe Sri Lanka is one of the most exciting markets in the SAMENA region and our investment reflects our confidence in the Softlogic Group. We see multiple growth drivers for each of the businesses and look forward to actively supporting the Softlogic team in their endeavour of building a truly world class enterprise."

Commenting on the investment, Ashok Pathirage, Founder & Chairman of Softlogic Holdings, said, "We are excited as we open up a new chapter in our journey of expansion whilst consolidating our existing business verticals, and are happy to welcome the investment made by Samena Capital to be the single largest external shareholder of Softlogic Holdings PLC. Samena Capital is a well respected investment group with a significant foot print in the Asian region and we are confident that this partnership will strengthen the group further with the wide network of expertise that Samena could contribute to the business. We also see many opportunities and synergies that could be leveraged upon and are excited to take Softlogic onward in its forward march."

About Samena Capital

Samena Capital is a principal investment group focusing on the Subcontinent, Asia, Middle East and North Africa (collectively, the SAMENA region). The firm has raised more than USD1.5 billion of capital since 2008 and has returned USD615 million to investors from over 45 full and partial exits. Samena Capital currently manages total capital of approximately USD1.0 billion across three primary investment strategies: private equity, direct investments, and credit.

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