

Augens Capital and BIC Capital alongside Bomaki to support the development of the brand

The restaurant format which “blends cuisines from different worlds” is ready to rapidly expand in Italy and in Europe thanks to the partnership with Augens Capital and BIC Capital.

Milan, February 2nd, 2022 – Bomaki, with 8 restaurants between Milan and Turin and with an upcoming new location in Corso Garibaldi, Milan, is undertaking a fast expansion in the Italian and European markets. The opportunity arises from the financial and entrepreneurial support provided by a group of investors supported by **Augens Capital** and **BIC Capital**, which acquired a 75% majority stake of Bomaki through a 50/50 joint venture. Giuseppe Grasso, Francesco Zambon and Jeric Bautista, founders of the brand, will retain a 25% stake in the business and will be involved in the future expansion project.

Bomaki is now entering a new phase, with a financial and industrial transaction aimed at accelerating the managerial transition and brand development of the company. This is the first investment in the restaurant business for Augens Capital, which is investing in the transaction in partnership with its co-investor BMO Global Asset Management, while BIC Capital consolidates with Bomaki its experience in the sector, matured through its previous investments in Flower Burger, Healthy Poke, La Piadineria, Sushiro, Cigierre and Salvaje among others.

“We are managers and investors, but primarily partners for our portfolio companies. We believe Bomaki has a huge growth potential, and we are thrilled to have the opportunity to support the management team in their ambitious path toward success”, said **Massimo Puccio, partner at Augens Capital**, an investment firm founded in 2014 by himself together with **Marco Mantica** and **Stefano Costa**, experienced professionals with a significant background in some of the most prestigious financial institutions worldwide.

Francesco de Mojana, one of the former Permira professionals promoting **BIC Capital** alongside **Antonio Zaccheo**, **Nicola Volpi** and **Carlos Mallo**, and head of Buono Ventures, said *“we are honoured to have the opportunity to put our resources and experience at work in order to assist Bomaki and its wonderful management team in pushing this high potential brand toward an even faster and more sustainable growth, just like what we have been doing for years with other important companies in the restaurant industry, such as La Piadineria, Flower Burger and Healthy Poke”*; **Antonio Zaccheo, CEO at BIC Capital**, added *“we are proud, today more than ever, to support a group of investors in the Bomaki transaction. The restaurant industry was heavily impacted by the pandemic, and in this time of uncertainty our investment is a strong signal of recovery and confidence”*.

Giuseppe Grasso, who founded Bomaki with Francesco Zambon and Jeric Bautista, explains: *“Since its inception, Bomaki has been able to create and cultivate sincere relationships among customers and colleagues to share their happiest moments. This has always been the reason why our clients love Bomaki, a place where they truly feel at home. Augens and BIC share this very same vision on the business and we are proud to have them by our side, working with us along a path that will lead Bomaki to share this enthusiasm with more and more people, in more and more cities”*.

Bomaki was established in 2013 in Milan from the vision and enthusiasm of Giuseppe Grasso. From its foundation, Bomaki has opened 8 restaurants, including its recent second opening in Turin, in Piazza Carignano, and will soon open its seventh restaurant in Milan. At Bomaki, innovation and creativity blend to give rise to an unprecedented combination of new flavours. This fusion concept is already evident in the name, which is a match of *“bom”* (which means good in Portuguese) and *“maki”* (the delicious Japanese sushi roll), defining a successful format, appreciated from the very beginning thanks to its energy and continuous evolution. The scrupulous attention to the quality of ingredients combined with the constant search for new flavours by chef Jeric Bautista, coupled with the reliability of a kind and professional staff led by Francesco Zambon, in the exotic setting of the locations managed by interior designer Farida El Tantawy, make every meal at Bomaki an original and tasty food experience, to be repeated over and over. The menu offers a very

wide selection of sushi rolls, *temakis* and burritos served in a Japanese-Brazilian style, tartares and special dishes paired with amazing cocktails featuring maracuja, mango or grapefruit. All of this is served in a colourful and cheerful environment, full of details reminding of Latin America... in every neighbourhood! At Bomaki, each client lives a unique experience, a fabulous mix of joy, happiness, and taste!

The following advisors have assisted the parties in the transaction: law firms Hilex and GeALex-Guardamagna e Associati for the legal aspects, EY and Studio Nicolini Commercialisti Associati for financial and fiscal matters, as well as Jakala for the commercial and market analysis. Ermanno Restano from Finerre acted as M&A advisor.