

Press Release

029 Group SE: 029 Group leads a pre-seed investment round in fjör, a science-driven D2C skincare brand.

Berlin, 10 August 2023. 029 Group SE (ISIN: DE000A2LQ2D0), the global hospitality and lifestyle platform, announces that it led a GBP 400,000 pre-seed investment round in fjör, a science-driven D2C skincare brand based in London.

The pre-seed round will accelerate growth in new product development, team expansion, and targeted marketing campaigns, with the goal to propel fjör to the forefront of the beauty industry.

Fjör's flagship product is the world's first hydrolytic serum, offering anti-aging and deep hydration benefits. Clinically verified, the serum is free from preservatives and fragrance, catering to all skin types, including sensitive skin. Key benefits of the hydrolytic serum include pollution protection, redness reduction, microbiome balance, hydration, and anti-aging effects.

Developed in collaboration with the Swedish life science company ZymIQ Technology, fjör's hydrolytic enzyme helps rebalance the skin's microbiome, enhances the performance of other skincare ingredients, and acts as a hydration booster. The hydrolytic serum is lightweight and absorbs easily into the skin. It is formulated with powerful ingredients, carefully selected for their nourishing and healing properties. The hydrolytic enzyme technology in the serum provides unique protective benefits for the skin against environmental irritants. Suitable for both men and women, the hydrolytic serum offers a multifaceted approach to skincare.

Natalie Enslöw, Founder of fjör, stated, "fjör represents a new category in skincare, emphasizing the values of less is more and harnessing cutting-edge Swedish enzyme engineering. With the support of 029 Group SE, we are poised to embark on an exciting phase of growth and transformation. 029 Group SE's history of identifying and backing category-leading brands lends credence to fjör's potential to bring about change."

Lorin Van Nuland, CEO of 029 Group SE, said, "fjör's addition to our portfolio validates our investment thesis in next-generation consumer brands. We are excited to support Natalie and her team in their quest to become a leading skincare player."

About fjör Ltd.

Fjör is a science-driven, direct-to-consumer (D2C) skincare brand headquartered in London. The company was founded by Natalie Enslöw and aims to address skin-aging and skin irritation concerns. Fjör's approach involves curating remarkably simple formulas and product ranges featuring a unique hydrolytic enzyme suitable for all skin types. The company strives to offer luxurious, science-driven, and aspirational products at an attainable price point.

Further Information: <https://www.fjor.life/>

About 029 Group SE

029 Group SE believes that the next generation of consumer brands will be built on connection, experiences, and community. In a post-pandemic world, new patterns of work, life and leisure are emerging and accelerating. These trends create opportunities in hospitality and lifestyle for innovation-driven entrepreneurship with a strong community focus. 029 Group backs the most audacious entrepreneurs with a hands-on investment approach, focusing on areas where they can add significant value through their platform, global network and company building expertise. 029 Group is based in Berlin, Germany.

Further Information: <https://www.029-group.com/>

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