

Capital Indigo invests in Ösom

Capital Indigo co-led a merger between the fashion business of its portfolio company Clickonero and Dafiti Mexico. With this combination, Ösom (www.osom.com) was launched as the largest specialized online apparel retailer in Mexico with close to a million active subscribers and a broad selection of products from some of the most popular brands.

Everardo Camacho, Managing Partner of Capital Indigo commented: *“This transaction strengthens Indigo’s position in the Mexican e-commerce space, which continues growing rapidly and disrupting the traditional retail market. With this merger and related investments, Ösom is uniquely positioned to capitalize on the growth dynamics of the online apparel industry in Mexico, supported by the company’s competitive scale, unparalleled user experience, ample variety of products and brands, and talented management team.”*

Arián González, CEO of Ösom, said: *“Our Company has a great opportunity to get the most out of ClickOnero Fashion and Dafiti Mexico to improve our value proposition for customers and vendors, and in this way consolidate as the fashion go-to-site in Mexico. We are looking forward to continuing working with Indigo and transforming the e-commerce ecosystem in our Country”.*

About Ösom (www.osom.com)

Ösom is Mexico’s largest fashion e-commerce site. We pride ourselves on our outstanding customer service as well as on our vast selection of clothing, shoes and accessories that suit everyone’s budget. We believe fashion is about making people look good, so they feel good. Our passion is to help our customers find the products they love and deliver them to their doors.

About Capital Indigo (www.capitalindigo.com)

Capital Indigo is a private equity firm based in Mexico City focused primarily on growth-equity and private debt investments in Mexican mid-sized companies. The team shares nearly seventy years of key investment, operational and financial experience and plays an active role in each investment.