

IEVA Group lists on Euronext

€7.3 million raised
Market capitalisation of €126 million
15th listing on Euronext in 2026



Paris – 31 March 2026 – Euronext today congratulates IEVA Group S.A, Number one in personalised beauty and wellness in Europe, on its listing on Euronext Growth Paris (ticker code: ALIEV).

IEVA Group is an ecosystem of brands, services and personalised experiences, powered by artificial intelligence, technology and data, and driven by storytelling, content and communities. Since its inception, IEVA Group has been structured through successive stages: the development of proprietary technologies (IEVA Technologies), the creation and acquisition of brands (IEVA Beauty), the deployment of experience networks (IEVA Experience), and the integration of high-audience content and community platforms (IEVA Media). This progressive construction has resulted in an integrated group capable of operating across the entire value chain, from assessing needs to delivering personalised solutions at scale, based on recurring usage. IEVA Group is recognised for its strong premium brands, such as IOMA, a pioneer in personalised cosmetics and technological skin diagnostics; L’Atelier du Sourcil, the number one in eye beauty with its 130 boutiques; My Little Paris, a highly influential experiential media platform with its newsletter and four million subscribers, as well as its iconic boxes including My Little Box and Gambettes Box. Finally, myIEVA is a comprehensive hyper-personalisation service, embodying the Group’s “Netflix of beauty” mission.

IEVA Group was listed through the admission to trading on 31 March 2026 of the 9,845,728 shares making up its equity and of 571,436 new shares issued under a Global Offering¹.

The admission and issue price of IEVA Group shares was set at €12.79 per share. Market capitalisation was €126 million on the day of listing. The Initial Public Offering (IPO) raised €7.3 million altogether.

Jean Michel Karam, Founder and Chief Executive Officer, said: *“In a demanding and volatile market environment, the success of this transaction is above all due to the commitment of numerous investors, both institutional – such as Bpifrance, which has supported us since the outset – and retail investors, who have chosen to join our project. I would like to sincerely thank them for their trust. I wish to assure our new shareholders that we are dedicating all our energy and passion to the ambition that has driven IEVA Group since its inception: promoting Beautiful Longevity by deploying, at scale, the first fully integrated Beauty Tech platform. As a pioneer and leader in this approach, IEVA Group aims to accelerate its international presence, notably through external growth. This stock market listing marks a new chapter in our story, with a clear ambition: to build together the Netflix of personalised beauty and well-being.”*

¹ The Global Offering was made up of a Public Offering that included an Fixed Price Offering and a Global Placement with institutional investors in France and other countries.



Caption: Jean Michel Karam, Founder and CEO of IEVA Group, and his team rang the bell during a ceremony this morning to celebrate the IPO of IEVA Group.

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About IEVA Group

IEVA Group is the number one provider of personalised beauty and wellness in Europe. The group has developed an integrated ecosystem of brands, services and personalised beauty and wellness experiences, powered by artificial intelligence, technology and data, and driven by storytelling, content and communities. IEVA Group operates a proprietary "Beauty as a ServiceSM" model, with the mission to become the "Netflix of beauty" dedicated to beautiful longevity.

For more information: [IEVA Group](#)

About Euronext

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As of February 2026, Euronext's regulated exchanges in Belgium, France, Greece, Ireland, Italy, the Netherlands, Norway and Portugal host over 1,800 listed issuers with €7 trillion in market capitalisation, a strong blue-chip franchise and the largest global centre for debt and fund listings. With a diverse domestic and international client base, Euronext handles 29% of European lit equity trading. Its products include equities, FX, ETFs, bonds, derivatives, commodities and indices.

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