



PRESS RELEASE

Damier Acquires Dr. Organic from KKR & Co and The Carlyle Group

Kortrijk (Belgium), August 23rd, 2021

Last Friday, Damier NV has acquired 100% of the shares of Dr. Organic (previously owned by The Bountiful Company), a pioneer in the natural/organic personal care sector, from the current owners KKR & Co and The Carlyle Group.

Formed in 2012, the Dr. Organic Group based in the UK is comprised of award-winning clean beauty brand Dr. Organic, pioneering aloe vera-based Optima group, natural oral care brand AloeDent and certified Manuka Honey brand Pure Gold. The group's brands are mainly sold in key retailers through an exclusive partnership with Holland & Barrett in the UK and the Benelux and through Al Dawaa drugstores in the Middle-East.

With Damier as the company's new partner, Dr. Organic is embarking on the next chapter of its development, ready to grow internationally and strengthen its ecommerce position, leveraging Damier's extensive experience and network in the consumer healthcare space.

Yvan Vindevogel, CEO of Damier: "I want to congratulate the Damier team with the speed of the execution to bring this deal to an end. Working towards such an expeditious timeline to closing has been challenging, but was made possible through the team's strong belief in the company and the brand and its thorough sector expertise."

Matt Harvey, Managing Director, and Mike Lightowlers, Founding Director, of the Dr. Organic Group are delighted to announce the successful sale of the group to Damier following Nestle's acquisition of The Bountiful Co., from KKR & Co and The Carlyle Group earlier this month.

Matt Harvey commented, "Mike and I on behalf of the Dr. Organic business, are really excited to be entering into a partnership with an entrepreneurial group like Damier under whose ownership we will look to see the both our business and our brands grow and develop. We are both really looking forward to getting to work on this new chapter with Yvan and the Damier team."

The Bountiful Company, KKR & Co and The Carlyle Group received financial advice exclusively from PJ SOLOMON, and Squire Patton Boggs provided legal advice.

The Damier Group received financial advice from EPIC Investment Partners and Eight Advisory with Eubelius as legal counsel.

About Damier

Damier is an investment vehicle that primarily focuses on investing or co-investing in European companies active in branded consumer sectors and more specifically in the consumer healthcare sector. Damier is also looking to acquire or invest in well-established brands or innovative technologies in the consumer healthcare, beauty, personal care and medical devices sectors.

For additional information:

Yvan Vindevogel	CEO at Damier	+32(0)475 45 33 20	yvanvindevogel@pandora.be
Jean-Yves De Vel	CFO at Damier	+32(0)476 49 50 25	jeanyves.devel@damiergroup.be
Henri Vindevogel	Investment Manager at Damier	+32(0)479 33 66 74	henri.vindevogel@damiergroup.be
Henri Vermeersch	Investment Manager at Damier	+32(0)471 84 08 03	henri.vermeersch@damiergroup.be