



PRESS RELEASE

Damier Group announces the acquisition of Bärbel Drexel, a German market leader in the mailorder and e-commerce branded direct-to-consumer market of vitamins and nutritional supplements

Kortrijk (Belgium), 31 May 2017

About the Acquisition

The Damier group reached an agreement with Finatem for the acquisition of 100% of the shares in Bärbel Drexel, one of the key players in the mailorder and e-commerce direct-to-consumer market of vitamins and nutritional supplements in Germany.

Bärbel Drexel brand was established in 1996 and is headquartered in Baar, Germany. The company currently holds a leading position in the mailorder and e-commerce distribution of vitamins and nutritional supplements. In 2016, Bärbel Drexel achieved sales to customers of € 36 million and demonstrated a sound level of profitability. The leading brand Bärbel Drexel is well-known in Germany with around 240,000 active customers supplied through mailorder, e-commerce and teleshopping (QVC). The multichannel distribution strategy combined with an attractive product range will further enable Bärbel Drexel to continue its growth path. All products are developed and manufactured in-house by an experienced R&D department.

The acquisition is in line with Damier's strategy to further consolidate its leading healthtech platform for direct-to-consumer vitamins, minerals and supplement (VMS) products in Europe whereby it ambitions to achieve an overall revenue of above €100-million in the near future.

Yvan Vindevogel, CEO of Damier Group says: *"The acquisition of Bärbel Drexel is a perfect match with the strategy we have set for Damier. There are ample opportunities to further develop the successful platform established by the company in a growing and still very underdeveloped market that also offers great potential for consolidation. After the acquisition of Flinndal, the market leader in the Netherlands, this is the second and important step in order to further consolidate the market, and to establish a pan-European direct-to-consumer platform. I am convinced that with the necessary expertise and knowledge, we can bring Bärbel Drexel to the next level."*

By leveraging its knowhow of the consumer healthcare sector combined with its e-commerce experience, Damier aims to further accelerate Bärbel Drexel's commercial development. CEO of Bärbel Drexel says: *"I am looking forward to work closely with the Damier team. It is a great opportunity to use the brand potential of Bärbel Drexel for further and accelerated growth, in particular by international expansion and a reinforced new product pipeline. The exchange of knowledge in the consumer healthcare market and direct-to-consumer distribution will be beneficial for both Bärbel Drexel and Damier Group."*



VR Corporate Finance, the M&A advisory unit of the German DZ BANK, has acted as the exclusive adviser of Damier with this acquisition and its entry into the promising German direct-to-consumer market.

The Cologne based Corporate/M&A Boutique CORSO (in the future acting as part of: HEUKING KÜHN LÜER WOJTEK) has provided German law legal advise to Damier in respect of the transaction.

About Damier

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

About Bärbel Drexel

Bärbel Drexel is a key player in the mailorder and e-commerce direct-to-consumer market of vitamins and nutritional supplements. They offer a unique proposition of affordable high quality nutritional supplements with exceptional service and personal advice.

For additional information:

Yvan Vindevogel	CEO Damier	+32 (0) 475 453 320	yvanvindevogel@pandora.be
Bernard Lemaire	CFO Damier	+ 32 (0) 497 050 829	bernard.lemaire@damiergroup.be