



## PRESS RELEASE

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### **Damier Group announces the acquisition of the whole Consumer Healthcare portfolio of Takeda in the Netherlands**

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Kortrijk (Belgium), 24 June 2014

#### **Acquisition of the Takeda Nederland BV Consumer Health Care (CHC) products**

The Damier group, through its subsidiary Vision Healthcare BV, reached an agreement with Takeda Netherlands BV on the takeover of all its Consumer Health Care products in the Netherlands. The transaction occurs through an asset deal and is funded by Damier's own financial resources.

On an annual basis, the portfolio represents a market sales of more than 10 million euro. One of the main products of Takeda CHC is *Vision*, the number 3 sun care and fastest growing brand in the Netherlands. Damier has the intention to start an international rollout of Vision through appointing appropriate distributors.



In parallel Damier concluded a distribution agreement with Vemedi, the N° 1 Consumer Healthcare company in the Netherlands. Damier is still an important shareholder of Vemedi with a 25 % stake.

Yvan Vindevogel, CEO Damier group says: *“This acquisition is the first on the Dutch market for Damier, and the agreement with Vemedi to distribute the products will enhance the market penetration and market share. Vemedi is a specialist in building and extending established brands in local markets. Also, the distribution of well-known brands from third parties perfectly fits into our strategy. We intend to launch some of the products in other countries as well and therefore we will heavily invest in geographical growth.”*



### **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 Vemedia**

The Vemedia Group, including operating companies in Diemen (the Netherlands), Kortrijk (Belgium), Paris (France), Barcelona (Spain) and Turin (Italy), is a leading and innovative player in OTC (prescription-free medicines) and self-care. The group is active in various European countries and also exports its products beyond Europe.

For additional information about the Vemedia Group see [www.vemediapharma.com](http://www.vemediapharma.com)

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