

PRESS RELEASE

VISION HEALTHCARE ANNOUNCES THE ACQUISITION OF CUTE NUTRITION, A UK BASED EMERGING E-COMMERCE NUTRITIONAL SPECIALIST FOR WOMEN

Kortrijk (Belgium), 18 June 2018

ABOUT THE ACQUISITION

Vision Healthcare, the consumer healthcare arm of Damier NV, reached an agreement with UK-based Cute Nutrition for the acquisition of 100% of its shares. Cute Nutrition is an emerging nutritional supplement e-commerce specialist with a strong focus on beauty, inner health and weight loss tailored for women and sells its products in the UK through its own web shop and in the main European countries and the United States through the Amazon platform. All of its 34 products are currently being sold under the Cute brand, which is evolving into a strong and well-known name amongst its target audience.

Cute Nutrition is London based and was founded by Tom Wallace in 2016. Cute Nutrition was quickly recognized as a trendsetter in the female nutrition category which further helped the business to exponentially grow year on year with relevant sales in each market it operates into. Cute Nutrition is expected to remain on a steep path of growth for the upcoming years.

On top of the development of Cute's current channels, the company is well positioned to penetrate new target countries in Europe and beyond whether through existing or new sales channels and to introduce new products to further expand Cute's horizon and footprint to establish itself as a reference player in the female nutritional space.



The acquisition of Cute Nutrition perfectly matches Vision Healthcare's strategy to become a leading branded and omni-channel European player in the consumer healthcare space. Cute Nutrition's knowledge will further strengthen Vision Healthcare's direct-to-consumers activities and offers further geographical spread.

Yvan Vindevogel, CEO of Vision Healthcare says: *“The acquisition of Cute Nutrition is a strategic move and a perfect example of what we want to achieve. Bringing in an additional geographical focus in combination with acquiring further knowledge in the exploding e-commerce and direct-to-consumer area. Cute Nutrition’s experience and knowledge will be implemented throughout other Vision Healthcare group companies whilst Cute will directly benefit from Vision Healthcare’s product range, market knowledge and overall support to further expand.”*

Tom Wallace, founder and CEO of Cute Nutrition says: *“I’m very proud of what we have achieved with Cute Nutrition over the past 2 years. Becoming part of Vision Healthcare will accelerate Cute Nutrition’s further growth. I am excited to become part of Vision Healthcare’s group whilst still remaining in charge of Cute Nutrition by focusing on the essentials, backed by a strong partner.”*

ABOUT VISION HEALTHCARE

Vision Healthcare is an independent and ambitious player active in the consumer healthcare sector where it holds a large diversified portfolio of self-care brands and OTC products that are distributed in several European countries. Vision Healthcare strongly focuses on an omni-channel approach through which its brands are marketed, going from traditional retail but especially focused on the emerging digitalized and direct-to-consumer channels. Vision Healthcare is actively pursuing a buy-and-build strategy operating as a consolidator in the European landscape, whilst allowing group companies to benefit from a shared platform allowing sustainable organic expansion. The group currently employs over 170 people. For more information, please visit www.visionhealthcare.eu

Vision Healthcare is the consumer healthcare arm of the Damier group, an investment vehicle that primarily focuses on investing in European companies and assets active in a wide range of branded consumer sectors (www.damiergroup.be).

FOR ADDITIONAL INFORMATION

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