

## PRESS RELEASE

### VISION HEALTHCARE EXPANDS ITS BRAND PORTFOLIO THROUGH THE ACQUISITION OF MIDALGAN, BEXEDYL AND OSTRIN

Kortrijk (Belgium), 6 August 2018

#### ABOUT THE ACQUISITION

Vision Healthcare reached an agreement with the Belgian company Qualiphar NV for the acquisition of a portfolio of brands of which Midalgan, a range of ointments which show beneficial warming and cooling effects for tired, stressed, stiff or cold muscles, is the main product. Midalgan is a strong and well-known brand in the drugstore and pharmacy channels in the Netherlands.. Its three main products have a substantial combined yearly revenue with a current outlook to further consolidate and grow their current positions. Bexedyl, a nose/eyes cleansing medical device and Ostrin, an oyster extract food supplement, are high quality brands with a specific focus on independent and specialized retail channels.



Until now, the brands are successfully distributed in the Netherlands by Remark, a 100% subsidiary of Vision Healthcare. The acquisition of Midalgan is in line with Vision Healthcare's strategy to become a leading branded and omni-channel European player in the consumer healthcare space. Adding Midalgan, Bexedyl and Ostrin to Vision Healthcare's portfolio of brands will further contribute to the group's overall market position and profitability.

Yvan Vindevogel, CEO of Vision Healthcare says: *"The acquisition of these brands of which Midalgan represents the largest share, is in line with Vision Healthcare's ambitions to strengthen its market position and presence in its core geographies. We are very excited to be able to further support and develop these products in the Netherlands. This transaction will benefit Remark and Vision Healthcare as a group."*

Hayo Meijer, General Manager of Remark says: *“I’m very proud to add Midalgan, Bexedyl and Ostrin to our portfolio of own brands. Being the owner of these brands will enable us to further focus, strengthen and develop their market position in the Netherlands. As a distributor of Midalgan we have actively contributed to position Midalgan as the market leader in the Netherlands in its category. And as the owner will now further accelerate their attractiveness, performance and market share.*

#### **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](http://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. For more information, please visit [www.damiergroup.be](http://www.damiergroup.be).

#### **FOR ADDITIONAL INFORMATION**

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