



PRESS RELEASE

Vision Healthcare announces the acquisition of Medivital BV, a Dutch company selling vitamins, minerals and general food supplements through its website

www.vitaminenoprecept.nl

And continues its ambitious growth in the D2C Healthcare Space.

Kortrijk (Belgium), 17th of December 2019

Vision Healthcare has acquired Medivital BV, a Dutch company selling vitamins, minerals and general food supplements through its website www.vitaminenoprecept.nl from Huijzers Consultancy Group, a holding company 100% owned by Jaco Huijzers.

Medivital was founded with a mission to deliver affordable, high-quality products to enhance customer health and well-being. Its online brand 'Vitaminen op Recept' delivers products quickly and easily through its letterbox packaging, making it a highly efficient add-on to Vision Healthcare's existing platform. Moreover, Medivital has a complementary product portfolio, among which a range of highly effective products against macular degeneration stand out. Medivital was the first mover on this product years ago and has gained steady access with hospitals and ophthalmologists ever since. Other products include general vitamins, minerals and weight loss surgery supplements.

Yvan Vindevogel, CEO of Vision Healthcare says: *"The acquisition of Medivital is a strategic move and a perfect example of what we want to achieve with Vision Healthcare: Bringing in additional D2C focus in combination with the acquisition of further knowledge in the exploding e-commerce and direct-to-consumer area. Medivital's experience and knowledge will be implemented throughout other Vision Healthcare brands whilst Medivital will directly benefit from Vision Healthcare's product range, market knowledge and overall support (incl. experts in IT, digital marketing etc.) to further expand its business."*

Jaco Huijzers, CEO of Huijzers Consultancy Group says: *"Medivital is proud to become a member of Vision Healthcare. This step will enable the brand to further grow in the D2C*

market through the exchange of digital best practices, product development know-how and strategic insights in key trends.”

VITAMINENOPRECEPT

Vision Healthcare, the fast growing European omni-channel Consumer Health platform, is continuing its buy-and-build strategy and operates as a unique consolidator in the European D2C Healthcare landscape. The group differentiates itself from a classic B2B retail approach by offering its branded products directly to the end consumer with a unique product experience to address the new Consumer Healthcare paradigm by answering customers’ needs: “Personalized experiences, delivered now”

Therefore, the company strongly focuses on an omni-channel D2C approach through which its brands are marketed, with a specific focus on the emerging digitalized and direct-to-consumer channels.

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

