



## PRESS RELEASE

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### **Vision Healthcare announces the acquisition of Naturamed Pharma, a Scandinavian company in the subscription based branded direct-to-consumer market of vitamins and nutritional supplements**

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Kortrijk (Belgium), 21 December 2020

#### **About the Acquisition**

Vision Healthcare reached an agreement with Volati AB, a Swedish industrial group listed on NASDAQ Stockholm, for the acquisition of 100% of the shares in Naturamed Pharma, one of the key players in the subscription direct-to-consumer market of vitamins and nutritional supplements in several European countries.

Naturamed Pharma was established in 1992 and is headquartered in Drammen, Norway. The company holds a historically strong position in the distribution of vitamins and nutritional supplements, with several brands like Prostata, Vita Serin or VigroVital. In 2020, Naturamed Pharma will achieve sales to customers of approximately EUR 13 million and demonstrated a sound level of profitability. The loyalty program of the company for existing customers is especially valued by the approximately 75,000 to 95,000 yearly active Scandinavian customers. The company was acquired by Volati AB in 2014, but has shown weak growth since. More in particular, Volati AB has not been able to modernise its business model at a satisfactory pace. Vision Healthcare's specific focus and expertise will provide the Naturamed Pharma brand with the best conditions to achieve the turnaround that it deserves. The current distribution strategy will therefore, amongst others, be complimented by online e-commerce sales, which, combined with an attractive product range, will enable Naturamed Pharma to renew its growth path. All products are developed in-house by an experienced R&D department.

The acquisition is in line with Vision's strategy to further consolidate its leading health-tech platform for direct-to-consumer vitamins, minerals and supplement (VMS) products and beauty and personal care products in Europe, whereby it ambitions to achieve an overall revenue of above €200-million in the near future.

Yvan Vindevogel, CEO of Vision Healthcare says: *"The acquisition of Naturamed Pharma is a perfect match with the strategy we have set for Vision Healthcare. There are ample opportunities to further develop the platform established by the company in a growing and still very underdeveloped market that also offers great potential for consolidation. Following the acquisition of many companies in the D2C space, this is an important step in order to further consolidate the market, and to establish a pan-European direct-to-consumer platform, of which Scandinavia offers great potential. I am convinced that with the necessary expertise and knowledge, we can bring Naturamed Pharma to the next level. In addition, Vision Healthcare is currently further pursuing multiple other add-on M&A targets to materialise in 2021, and which will all further reinforce the group's integrated operations and external growth."*



By leveraging its knowhow of the consumer healthcare sector, combined with its e-commerce experience, Vision Healthcare aims to accelerate Naturamed Pharma's commercial development. Bodil Arnesen, CEO of Naturamed Pharma says: *"I am looking forward to work closely with Vision Healthcare's team. It is a great opportunity to use the potential of Naturamed Pharma 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 very beneficial for both Naturamed Pharma and Vision Healthcare."*

### **About Vision Healthcare**

Vision Healthcare is an ambitious consumer healthcare company with a large portfolio of self-care brands and OTC products in several European countries. Vision Healthcare strongly focuses on an omnichannel approach through which its brands are marketed, with a specific focus on emerging digitalized and direct-to-consumer channels. Brands connect with the consumer through channels such as retail, direct e-commerce, online marketplaces, social media and influencers, mail order & catalogues, home parties and teleshopping. This enables Vision Healthcare to deliver both personalized and convenient customer experiences.

Vision Healthcare is operating as a consolidator in the European landscape, whilst allowing group brands to benefit from a shared platform allowing sustainable organic expansion. The company is actively pursuing a buy-and-build strategy, anchored in a deep understanding of today's macro-economic trends such as shifting channel dynamics & digital brand building, the increasing consumer self-medication and natural/organic products. The M&A strategy is designed to complement the current Vision Healthcare platform, of which the various components reinforce one another, with the capability of effectively supporting and enlarging any existing company or stand-alone brand.

### **About Naturamed Pharma**

Naturamed Pharma is one of the leading Scandinavian suppliers of nutritional supplements, in subscription-based solutions. Headquartered in Drammen (Norway), Naturamed Pharma has more than 30 employees involved in activities in both Norway and Sweden with customer base in Norway, Sweden and Finland. Their substantial direct-to-consumer position is supported by their own database with several hundred thousand customers. Their customer base consists of mainly elderly women and men, whilst their top products - among a well-diversified product portfolio - are supplements with ingredients for prostate and brain, including e.g. vitamins and nutritional health supplements.

### **For additional information:**

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