



## PRESS RELEASE

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### **Damier Group announces the acquisition of Flinndal, the Dutch and Belgian leader in the online branded business-to-consumer market of vitamins and nutritional supplements**

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Kortrijk (Belgium), 24 March 2015

#### **About the Acquisition**

The Damier group reached an agreement with Flinndal Houdstermaatschappij for the acquisition of Flinndal, one of the key players in the online business-to-consumer market of vitamins and nutritional supplements in the Benelux. Flinndal, established in 2005, currently holds a leading position in the e-commerce of vitamins and nutritional supplements.

Flinndal currently realises a turnover of 6,5 million euro and demonstrates sound levels of profitability. The Flinndal brand is well-known in the Netherlands and is increasing its presence in Belgium, offering directly to the consumer high quality nutritional own-branded products through the web.



Yvan Vindevogel, CEO of Damier Group says: *“The acquisition of Flinndal is a perfect match with the strategy we have set for Damier. There are ample opportunities to further develop the successful platform established by Flinndal in a growing and still very underdeveloped market, that also offers great potential for consolidation. I am convinced that with the necessary expertise and knowledge, we can bring Flinndal to the next level.”*



Tim Schelling, CEO of Flinndal says: " *I am looking forward to work closely with Damier to bring Flinndal into a new growth phase based on further product development and international expansion. The in-depth market knowledge of Damier and Yvan in the area of consumer healthcare in Europe will prove to be beneficial to Flinndal.*"

Damier and Flinndal have initially been put in contact by Kempen & C° Corporate Finance.

### **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 Flinndal**

Flinndal is a key player in the online business-to-consumer market of vitamins and nutritional supplements. They offer a unique proposition of affordable high quality nutritional supplements with exceptional service and personal advice.

### **For additional information:**

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