



PRESS RELEASE

Damier Group announces the acquisition of Purasana, the Belgian market leader in branded and high quality healthy foods, food supplements and organic products

Kortrijk (Belgium), 5 October 2017

About the Acquisition

The Damier group reached an agreement with the founder of Purasana, Raf Dejonckheere, for the acquisition of 100% of the shares in Purasana, one of the key players in the superfoods, natural and organic products, and other food supplements. Purasana distributes its products in 15 countries throughout Europe. On top of its own brand, Purasana, the company also actively distributes renowned third party brands on the Belgian market.



Purasana is based in the West-Flanders (Gullegem) and started its operations in 1989 as a wholesaler. The business grew steadily over the years and in 2010 Purasana successfully launched its own qualitative and ethical branded product ranges in Belgium under the “Purasana” brand name. Purasana was quickly recognized as a trendsetter in the health and food market and is nowadays active in 15 countries with export sales continuously increasing. Purasana has the ambition to further increase its export sales in Europe and beyond. The products are currently being distributed through specialised healthy shops. Purasana carefully sources its certified raw materials and products throughout the globe.



On top, Purasana also actively distributes third party brands in Belgium which are sold through Purasana's network.

Purasana's founder, Raf Dejonckheere, will remain CEO of Purasana and reinvest a portion of the proceeds into Damier's new platform and will continue to contribute to the further success of Purasana and other group companies.

The acquisition is in line with Damier's strategy to further consolidate its leading presence in the area of functional foods, vitamins, minerals and supplement (VMS) products in Europe whereby it ambitions to reach an overall revenue of above €100 million in the near future. Purasana products will also benefit from Damier's other platform in other European countries.

Yvan Vindevogel, CEO of Damier Group says: *"The acquisition of Purasana is again complementing the strategy we have set for Damier. After the acquisition of Flinndal and Bärbel Drexel, Damier continues to actively develop its platform in the growing and underdeveloped market that still offers great potential for consolidation. With its high qualitative and ethical product range, Purasana will contribute to the development of other group companies whilst benefitting from Damier's intimate market knowledge and expertise in the sector."*

Raf De Jonckheere, CEO of Purasana says: *"I am very pleased to be part of the Damier group. I believe it will be a great opportunity for the company to further expand the brand potential of Purasana. I have been able to interact with Flinndal and Bärbel Drexel and I am excited to work with them going forward. We are very complementary, with all of us having a strong knowledge in some parts of the industry. Their direct-to-consumer approach combined with our continuous active support towards our professional customers will prove to be valuable to Purasana going forward."*

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 Purasana

Purasana is a renowned player and trendsetter in natural, organic, vegan, gluten free clean label products. The main product ranges cover superfoods, superfruits, vegan protein shakes, tasty superfood smoothies and healthy food supplements in capsules or in liquid. They offer a unique, appealing and high quality product range which are distributed throughout Europe.

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