



PRESS RELEASE

Take-over of Vemedia Consumer Health by Alpha Topco (majority owned by Charterhouse) and the Management

Damier (Yvan Vindevogel) to reinvest in the combined Group

Acquisition of Vision Healthcare BV by Vemedia Consumer Health

Kortrijk (Belgium), 28 July 2016

About the take-over of Vemedia Consumer Health by AlphaTopco and the Management

The Damier group, IK Investment Partners & the Vemedia management have reached an agreement with Charterhouse Capital Partners for the acquisition of Vemedia Consumer Health for a total consideration of 375 million Euro.

Vemedia, a fast growing consumer healthcare company, is marketing leading self-medication brands in selected Western European countries and Hong Kong. Vemedia is headquartered in Diemen, the Netherlands.

Vemedia is the leader in the 'Calming & Sleeping' category with flagship brand Valdispert, in 'Beauty from Within' with major brand Oenobiol and in 'Medicated Foot Care' with the brand Excilor. Vemedia is also active in a number of other categories with brands such as Roter and Dagravit. The company manufactures the majority of its products in its GMP licenced manufacturing facility specialized in the production of (film-coated) tablets, sachets and capsules in bottles and blisterpacks.



Yvan Vindevogel, CEO of Damier Group says: *“With the support of IK Investment Partners these last 3 years, we have been able to strengthen and further build Vemedia. Together, we have followed a successful path of acquisitions and international growth. We are convinced that with Charterhouse Capital Partners, we have found the right partner to further execute our growth plans, by internal, geographical and external growth.”*

Charterhouse Capital Partners recently bought Cooper, a French based consumer healthcare company. Cooper and Vemedia will work closely together, where Cooper will be responsible for the French market, whilst Vemedia will be responsible for the markets outside France.

The combination will create market leading positions and strongholds in several EU Consumer Healthcare markets, with strong brands in France like Etiaxil, Pouxit and Insect Ecran; an overall N° 1 position in the Netherlands; a pan-



European leadership in Calming & Sleeping markets with leading brand Valdispert and in the Medicated Footcare market, with Excilor brand.

The recently acquired iconic 'Beauty from Within' brand Oenobiol (from Sanofi) is sold in several EU markets, with a leading position in France. The Company will have own business operations in 8 countries and the products are sold worldwide in more than 45 countries through a network of selected third party distributors.

Acquisition Structure

The acquisition of Vemedia will be done by Alpha Topco, controlled by funds managed by Charterhouse and Dauphine Investissements. Damier will invest a substantial amount in Alpha Topco, and in Dutch Newco, a vehicle set up to acquire Vemedia. Alpha Topco will be the ultimate owner of both Vemedia and Cooper.

Damier will have a Board seat in Alpha Topco, and will be appointed Chairman of the Strategic Committee, responsible for M&A and business & product development initiatives. Furthermore, Damier remains executive Chairman of the Board of Vemedia.

About the acquisition of Vision Healthcare BV by Vemedia Consumer Health

The Damier group simultaneously reached an agreement on the acquisition of Vision Healthcare BV by Vemedia Consumer Health. Vision Healthcare is known for its brands Vision, Ecosym, Luuf, Glucadol and Zinolium; the former brands of Takeda Consumer Healthcare Netherlands. They were bought by Damier in June 2014.



Yvan Vindevogel, CEO of Damier Group says: *“The acquisition of Vision Healthcare BV by Vemedia Consumer Health will enable the company to continue its plans for expansion and roll-out of the brands. With the support of the marketing and sales teams of Vemedia, Vision Healthcare has a bright future ahead.”*

Rod Drenth, CEO of Vemedia Consumer Health says: *“We are happy to extend our brand portfolio with the various brands of Vision Healthcare. We are convinced that we can further build the brands and even strengthen their market positions.”*



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. With Flinndal, the leading VMS (VitaminsMineralsSupplements) E-commerce player in the Netherlands, Damier also invested in the E-commerce business.

About Vemedia

Vemedia is a fast growing consumer healthcare company, marketing leading self-medication brands, primarily in selected Western European countries. Vemedia is headquartered in Diemen, the Netherlands and enjoys a leading position in its home market.

Vemedia is the leader in Calming & Sleeping with flagship brand Valdispert and in Medicated Foot Care with major brand Excilor. Vemedia recently bought Oenobiol from Sanofi, a leading “Beauty from Within” brand. The company is also active in a number of categories including Urinary Tract Infection, with Roter Cystiberry, and Vitamins, with amongst others, Roter and Dagravit.

Vemedia has its own business operations in 8 countries and employs over 300 people. Via distributors, Vemedia’s brands are represented in more than 40 countries worldwide.

Vemedia manufactures the majority of its products in its own GMP licenced manufacturing facility specialized in the production of (film-coated) tablets, sachets and capsules in bottles and blisterpacks.

About Cooper

La Coopération Pharmaceutique (“Cooper”) is a leading independent French OTC drug manufacturer and distributor. It operates a distinctive business model with a unique distribution network and best-in-class sales force accessing all 22,000 pharmacies across France. Cooper has a diversified product portfolio with the top 20 product families benefitting from strong brand awareness. Cooper is headquartered in France with approximately 490 full time employees. For more information, visit www.cooper.fr

About Charterhouse

Charterhouse is one of the longest established private equity firms operating in Europe.

The firm invests in companies headquartered in Western Europe and works closely with incumbent management teams, backing them and providing active support to drive growth. Charterhouse pursues a highly selective investment approach, partnering with a small number of high-quality companies. Transaction values range from €250mn to €2bn.

Charterhouse is based in London and has a deep bench of experienced investment professionals, with an average partner tenure of 14 years. Since inception Charterhouse has completed over 140 transactions worth an aggregate value of over €50bn.

About Vision Healthcare BV

Vision Healthcare, a healthcare company with 5 brands represents a total market sales of over €10 million in the Netherlands. One of the main products is “ Vision”, the number three in sun care in the Netherlands.

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