

Vemedia appoints Rob Drenth as CEO

Current CEO Yvan Vindevogel appointed as Executive Chairman of the Board of Directors

Vemedia Group ('Vemedia'), one of Europe's leading suppliers and distributors of over the counter (OTC) medicines, has appointed Rob Drenth, currently chief operating officer, as its CEO. Drenth replaces the current CEO, Yvan Vindevogel, founder and shareholder, who will become Executive Chairman from January 1, 2014. He will no longer be operationally involved in the day to day business of Vemedia but will remain highly involved in his function as Executive Chairman.

The changes mark natural progression at Vemedia as Drenth, who has been with the company for seven years, has been responsible for a large part of Vemedia's business in his role as chief operating officer.

Yvan Vindevogel, CEO at Vemedia, says: *"Having had the pleasure of working with IK Investment Partners, this past year, provides me with the confidence to hand over the day to day management to Rob Drenth, COO of Vemedia for many years. I am confident that Vemedia will continue its growth path under the wings of IK Investment Partners and the management. As Executive Chairman of the Board I will continue to be highly involved"*

Rob Drenth, COO at Vemedia, says: *"Vemedia has grown rapidly over the last years and it is a challenge to become CEO of a company with such growth ambitions. We are thankful for the many years Yvan has successfully lead the company and we will continue to build Vemedia in a sustainable manner."*

Remko Hilhorst, current chairman of the board and partner at IK, says: *"We are delighted to announce that both Yvan and Rob have accepted their new roles so we can continue to count on their expertise and knowledge. We are convinced that under the guidance of both of them in their respective functions, Vemedia can achieve the ambitious growth targets we envisioned."*

Over the last year, Vemedia has continued to focus on its core categories Calming & Sleeping and Medicated Footcare with its Valdispert and Excilor brands in its core countries: Benelux, Iberia, France and Italy.

In October 2012, IK Investment Partners, the European private equity firm, acquired a majority of the shares in Vemedia, a company that has been at the forefront of consolidation in the OTC market for medicines.

For questions contact:

Rob Drenth, COO Tel: +31 20 51 98 300, or email: rob.drenth@vemedia.nl

About Vemedia Group

The Vemedia group, with main presence in the Netherlands, Belgium, Spain, Portugal, France and Italy, is a leading and innovative player in the healthcare consumer market. The group is also active in various European countries and also exports its products beyond Europe. For additional information about the Vemedia group, see www.vemediapharma.com