

Press release

Vemedica Consumer Health enters into an agreement to acquire Oenobiol®

**OENOBIOL®**  
PARIS

3<sup>rd</sup> February 2016 - The Vemedica Group announced today that they have entered into an agreement with Sanofi for the acquisition of Oenobiol®, an iconic and well-known brand in the beauty nutritional supplements market. We expect to complete the transaction on February 29<sup>th</sup>, 2016.

Created in 1985 by Dr Marie Béjot and acquired by Sanofi in 2010, Oenobiol® covers a wide range of nutritional supplements for sun care, hair care and slimming. Within these 30 years, it has become a strong brand in France but also holds strong positions in several other territories like Belgium, Spain, Switzerland, Lebanon, Luxemburg and Hong Kong.



Yvan Vindevogel, Executive Chairman of the Board says : “This is an important and major step for Vemedica and we believe that Oenobiol® is a strong and well-known brand with a great potential. Vemedica has the knowledge and capacity of further developing Oenobiol® and its market position by innovative concepts and line extensions.”

Rob Drenth, CEO of The Vemedica Group says: “The acquisition of the Oenobiol® brand will further strengthen the position of Vemedica Consumer Health on the French market as well as in other territories such as Spain, Belgium and Hong Kong. In France we are planning to extend our organization and set up our own sales team.”

About Vemedica

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

Vemedica is the leader in Calming & Sleeping with flagship brand Valdispert and in Medicated Foot Care with major brand Excilor. The company is also active in a number of categories including Urinary Tract Infection, with Roter Cystiberry, and Vitamines, with amongst others, Roter and Dagravit.



Vemedia has its own business operations in 8 countries and employs over 240 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.

Vemedia is an IK Investment Partners privately owned company with Yvan Vindevogel and Management as minority shareholders. Created in 1961, Vemedia was acquired in 2002 by Yvan Vindevogel from Solvay. In the next decade, the group acquired a number of businesses through a buy and build strategy. Sales grew substantially and Vemedia expanded its geographical scope into Europe and selected emerging markets.

For questions, please contact:

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