

Press release

VemediA Consumer Health acquires Stardea



19<sup>th</sup> February 2016 – VemediA Consumer Health is pleased to announce the acquisition of Stardea, a fast growing Consumer Healthcare company in Italy. Financial terms are not disclosed. The acquisition of Stardea follows the acquisition of Oenobiol earlier this month.

Stardea, headquartered in Parma (Italy) is specialized in the development, marketing & sales and distribution of nutraceutical products. The company has a solid growth record and achieved a turnover of € 12 million in 2015. The company is mainly active in Italy.



Yvan Vindevogel, Executive Chairman of the Board says : “The Stardea acquisition is the second important acquisition for VemediA this year. Combining Stardea’s salespower and extensive range of nutraceutical products with VemediA’s strong brands will be beneficial for VemediA’s strong position on the Italian market. In the future, VemediA will support Stardea to further develop and launch innovative concepts and products. ”

Rob Drenth, CEO of the VemediA Group says: “ Stardea regularly visits 40.000 physicians with teams of medical reps, with an extensive range of products in various categories. These focused teams are a true asset for VemediA. We are convinced that we will be able to continue the success story of Stardea in Italy. Moreover, VemediA will benefit from the additional support given by the sales teams of Stardea and even accelerate its growth path.”

### 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. 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.

### About Stardea:

Stardea was founded in 2005 and is headquartered in Parma (Italy). It is specialized in developing, distribution and marketing of nutraceutical products. Since its creation, Stardea has showed growth figures, year after year.

Stardea is active with a product portfolio of more than 50 products in Italy . The product portfolio consists of food supplements, medical devices and dermo-cosmetics.

### For questions, please contact:

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