



## PRESS RELEASE

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**Vision Healthcare announces the acquisition of Sensilab, an Eastern European vitamins, minerals and food supplements (“VMS”) e-commerce player, excelling in social media marketing and with a retail presence through specialized shops and wholesalers**

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Kortrijk (Belgium), 8 April 2021

### About the Acquisition

Vision Healthcare reached an agreement with the shareholders of Sensilab SA for the acquisition of 100% of the shares in Sensilab d.o.o. (“Sensilab” or the “Company”), a high growth EU-wide direct-to-consumer consumer health house of brands.

Sensilab was established in 2005 and is headquartered in Ljubljana, Slovenia. The Company has a strong position in the production and distribution of VMS, weight loss and sports nutrition products with brands like Sensilab, SlimJoy, Tummy Tox, PowGen and others. In 2020, Sensilab achieved net sales of c. €44m and demonstrated a sound level of profitability. The company was founded in 2005 as a pharmaceutical producer. Since then, Sensilab has pivoted and grown into an e-commerce house of branded products active in 17 European countries. Vision Healthcare’s expertise combined with Sensilab’s market presence will provide the Vision Healthcare group with the optimal conditions to launch its next growth wave. The Company has in-house manufacturing capabilities where they produce their own brands and renowned 3<sup>rd</sup> party goods.

The acquisition is in line with Vision Healthcare’s strategy to further consolidate its leading health-tech platform for direct-to-consumer VMS and beauty and personal care products in Europe. With the acquisition of Sensilab, Vision Healthcare overall revenue surpasses the threshold of €200m.

Yvan Vindevogel, CEO of Vision Healthcare says: *“The acquisition of Sensilab is once again an outstanding match with Vision Healthcare’s strategy. We are looking forward to integrating Sensilab in our group and expanding our presence in Central, Eastern and Southern Europe. We’ll be able to combine our digital knowhow and capabilities with Sensilab’s own digital expertise to further boost the development of our digital platform and consolidate our presence in the growing and fast developing markets we’re operating and developing in. Following the acquisition of Naturamed in the Nordics in December 2020, we’re excited to be able to set another important step towards the further consolidation of the D2C online market, the establishment of a pan-European direct-to-consumer platform, where Central Europe plays a key role. I am convinced that with our support Sensilab will grow to the next level, together with the other add-on M&A targets on which we are working, and which will all further reinforce the group’s integrated operations and external growth.”*

By leveraging its knowhow of the consumer healthcare sector, combined with its e-commerce footprint, Vision Healthcare aims to accelerate Sensilab’s commercial development. Domen Ščukovt, CEO of Sensilab says: *“The Sensilab team and I are excited to work closely with Vision Healthcare and further seize the new opportunities for further and accelerated growth we’ll be able to create, in particular by leveraging on VHC’s digital knowhow, international presence and vast product pipeline. The exchange of knowledge in the consumer healthcare market and direct-to-consumer distribution will be very beneficial for both our companies.”*



## **About Vision Healthcare**

Vision Healthcare is an ambitious consumer healthcare company with a large portfolio of self-care brands and OTC products in several European countries. Vision Healthcare strongly focuses on an omnichannel approach through which its brands are marketed, with a specific focus on emerging digitalized and direct-to-consumer channels. Brands connect with the consumer through channels such as retail, direct e-commerce, online marketplaces, social media and influencers, mail order & catalogues, home parties and teleshopping. This enables Vision Healthcare to deliver both personalized and convenient customer experiences.

Vision Healthcare is operating as a consolidator in the European landscape, whilst allowing group brands to benefit from a shared platform allowing sustainable organic expansion. The company is actively pursuing a buy-and-build strategy, anchored in a deep understanding of today's macro-economic trends such as shifting channel dynamics & digital brand building, the increasing consumer self-medication and natural/organic products. The M&A strategy is designed to complement the current Vision Healthcare platform, of which the various components reinforce one another, with the capability of effectively supporting and enlarging any existing company or stand-alone brand.

## **About Sensilab**

Sensilab is one of the leading Eastern European producers and suppliers of VMS, weight-loss and sports nutrition products. Headquartered in Ljubljana (Slovenia), Sensilab has c. 300 employees in Slovenia involved in commercial activities in 17 EU markets, mainly in Germany, Slovenia, Italy, France, Spain and other European countries. The Company's strong online direct-to-consumer position is supported by their digital expertise and own database with more than hundreds of thousands of customers. Their top brands - among a well-diversified brand portfolio - are SlimJoy, Sensilab, TummyTox and PowGen.

## **For additional information:**

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