



## PRESS RELEASE

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**Vision Healthcare announces the acquisition of Vitamaze GmbH, a leading European vitamins, minerals & nutritional supplements (“VMS”) e-commerce player, predominantly active through Amazon marketplaces and e-pharma channels**

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Kortrijk (Belgium), 30 November 2021

### **About the Acquisition**

Vision Healthcare reached an agreement with the shareholder of Vitamaze GmbH for the acquisition of 100% of the shares in Vitamaze GmbH (“Vitamaze” or the “Company”), a leading European e-commerce player active in the vitamins and nutritional supplements markets mainly through Amazon across Europe and e-pharma.

Vitamaze was established in 2015 and is headquartered in Heidelberg, Germany. The Company quickly obtained a solid market position through European-wide distribution of VMS products on Amazon and the German e-pharma channels. Vitamaze is set to achieve net sales of c. €22m in 2021 and is demonstrating sound levels of profitability. Vision Healthcare’s overall VMS & digital marketing expertise combined with Vitamaze’s Amazon & e-pharma expertise will provide Vitamaze with the optimal conditions to launch its next growth wave while allowing the Vision Healthcare group to benefit from Vitamaze’s know-how.

The acquisition is in line with Vision Healthcare’s ambitious strategy to further consolidate its leading health-tech platform for direct-to-consumer VMS and beauty and personal care products in Europe.

Geert Cools, CEO of Vision Healthcare says: *“We are very excited to strengthen our Amazon and e-pharma capabilities through the acquisition of Vitamaze. This will allow us to further consolidate Vision Healthcare’s position as a leading direct-to-consumer VMS player not only in Germany but also in the fast-growing Southern European markets. We welcome Andreas and the entire Vitamaze team and look forward in working together and accompanying & accelerating Vitamaze’s already impressive growth path by applying both our group knowledge and our overall D2C digital expertise.”*

Yvan Vindevogel, Chairman of the Executive Committee of Vision Healthcare says: *The year 2021 has been an impressive year for Vision Healthcare in terms of its buy-and-build strategy, with the acquisitions of N2 Natural Nutrition, Nutriment, Sensilab and Naturamed. We are excited to be able to set again another important step in our ambitious expansion strategy consisting in the further consolidation of the D2C online market and the establishment of a pan-European direct-to-consumer platform.”*

Andreas Dittmar, founder and CEO of Vitamaze says: *“I am very happy Vitamaze is joining the larger Vision Healthcare group. We have already had interesting discussions on the future and on how to further develop the Company. The entire Vitamaze team is looking very much forward to work closely with the VHC teams and leverage on VHC’s overall platform and vast digital and product expertise to launch Vitamaze’s next growth opportunities.”*



## **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 direct e-commerce, online marketplaces, social media and influencers, e-pharma, mail order & catalogues, retail, teleshopping and home parties. 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 Vitamaze**

Vitamaze is a leading European vitamin & nutritional supplement provider, operating mainly through Amazon marketplaces and e-pharma. Headquartered in Heidelberg (Germany), Vitamaze has c. 10 employees with a customer base predominantly in Germany, Italy, Spain and France. Vitamaze's top products are in the vitamins, botanicals, minerals and other food supplement areas.

## **For additional information:**

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