



## PRESS RELEASE

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### **Vision Healthcare announces the acquisition of AixSwiss, a fast-growing and market-leading probiotic nutraceuticals omnichannel player, active under the Nupure brand in the DACH markets**

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Kortrijk (Belgium), 23 September 2022

#### **About the Acquisition**

Vision Healthcare reached an agreement with the shareholders of AixSwiss BV for the acquisition of 100% of the shares in AixSwiss BV (“AixSwiss” or the “Company”), a leading DACH e-commerce player active in probiotic nutraceutical supplements commercialised under the “Nupure” brand mainly through its own e-store, Amazon and e-pharma channels.

AixSwiss was established in 2015 and is headquartered in the Netherlands. The Company’s impressive growth journey propelled their “Nupure” probiotic brand in a short period of time to a market leading position in the DACH region e-comm channels. The rapidly growing Nupure brand is set to achieve sales of c. €20m in 2022 at strong profitability levels which will be accretive to the Vision Healthcare profitability. Vision Healthcare’s overall VMS, nutraceutical & digital expertise combined with AixSwiss’ probiotic expertise, will create the perfect synergetic play to unlock new growth opportunities for the Nupure brand. At the same time, AixSwiss’ digital omni-channel know-how will also open new growth avenues for the Vision Healthcare brand portfolio. The acquisition is in line with Vision Healthcare’s ambitious strategy to further expand its leading digital omni-channel platform of VMS & Nutraceutical products in Europe and reinforces Vision Healthcare portfolio focus on attractive growth segments.

Geert Cools, CEO of Vision Healthcare says: *“We are very pleased to welcome Nupure in the Vision Healthcare family of brands. Nupure is an impressive growth story of a digital native probiotic nutraceutical brand establishing a market leading presence in the DACH e-channels after a couple of years of time. The integration of Nupure will further reinforce Vision Healthcare’s position as a leading digital omni-channel in the VMS & Nutraceuticals market and will strengthen Vision Healthcare’s portfolio in high growth spaces to serve the growing nutraceutical consumer needs. We welcome the entire AixSwiss team and look forward to a fruitful collaboration to further accelerate Nupure’s growth path by combining the digital expertise of both teams and by leveraging the pan-European omni-channel presence of Vision Healthcare.”*

Yvan Vindevogel, Chairman of the Executive Committee of Vision Healthcare says: *“After a very intensive M&A year in 2021, we’ve spent 2022 in further developing and integrating our Group while looking out for interesting and strategic M&A targets. Nupure fits in our ambitious expansion strategy as the leading consolidator in the still deeply fragmented European D2C healthcare space. With the Nupure brand acquisition, Vision Healthcare is further establishing itself as the leading pan-European digital omni-channel online consumer healthcare platform.”*

Jörg Paule, co-founder and CEO of AixSwiss says: *“I am very excited that we are joining the bigger Vision Healthcare consumer healthcare family and we’re all looking very much forward to work closely with the entire Vision group and develop our next growth opportunities, in particular by leveraging on VHC’s strong digital expertise and Vision Healthcare’s pan-European market reach. Fabio and I remain committed to the business by reinvesting some of our proceeds into Vision Healthcare.”*

Fabio Öster, co-founder of AixSwiss says: *“I am very happy we have been able to find an entrepreneurial group like Vision Healthcare to join forces with. In our discussions with Vision’s teams, Jörg and I believe that we have found the perfect partner to further develop the business and grow together with Vision itself. The entire AixSwiss team is looking forward to start to work together.”*



## About Vision Healthcare

Vision Healthcare is a fast-growing European digital-first omni-channel platform empowering consumers to enhance their personal health and wellbeing. Vision Healthcare acts as a one-stop-shop ecosystem incorporating all required components to execute D2C retailing orders through a large portfolio across VMS, Nutraceuticals, Beauty Nutriment, Personal Care Products and OTC. Brands connect with the consumer through digitized and D2C marketing & channels: own web shops, online marketplaces (Amazon International, bol.com, e-pharmacies), social media and influencers, SEA, SEO, email, mail order & catalogues, retail and teleshopping. Vision Healthcare is significantly invested in the development of its Digital Hub, a proprietary end-to-end shared resource, centralizing all e-commerce and e-marketing activities to support digital growth across the Group.



Vision Healthcare is operating as a consolidator in the still deeply fragmented European D2C healthcare space, having completed & integrated 10+ acquisitions. 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 AixSwiss

AixSwiss is a leading probiotic nutraceutical supplement provider headquartered in the Netherlands, operating under the "Nupure" brand mainly through online D2C, Amazon International marketplaces and e-pharma channels predominantly in Germany, Switzerland and Austria. Nupure's top probiotic nutraceutical supplements are mainly in the gastrointestinal (Probaflor), skin health (Probaderm, Probariasis, Lactoglow, Probaskin), oral health (Probadent) and women's health (Lactointim) areas.

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