



Dermapharm Holding SE acquires a stake in fitvia

Grünwald, June 06, 2019 – Dermapharm Holding SE (“Dermapharm”), a leading manufacturer of patent-free branded pharmaceuticals for selected therapeutic areas in Germany with a growing international presence, via Dermapharm AG is expanding the group to include a majority stake in the area of healthy nutrition. Dermapharm concluded an agreement to acquire an interest in fitvia GmbH, headquartered in Wiesbaden, Germany, today. With closing of the transaction, Dermapharm AG is acquiring 70.00 percent of the shares in the company specialized in healthy nutrition. The purchase agreement is still subject to the approval of the antitrust authority. The Management Board expects the transaction to be completed in the third quarter of 2019.

fitvia was founded in 2014 and is a young, Europe-wide brand for a healthy lifestyle. In addition to tea, fitvia is a distributor of nutritional supplements, snacks and mueslis. Its offer is aimed at a clearly defined female target audience of between 18 and 39 years of age. Their buyers are also one of the largest user groups on social networks worldwide. Accordingly, fitvia exclusively markets its products via social media and together with influencers has quickly built up a very strong brand through far-reaching platforms such as Instagram in Europe. Through the consistent expansion of the product range and innovative influencer marketing, fitvia has developed into an established brand for healthy lifestyles in Europe. Currently fitvia sells its products in several European countries such as Germany, Italy, France, Spain and Austria to more than 500,000 customers.

“Increasing health and wellness awareness is contributing to a steadily growing demand for healthy nutrition and the trend continues: health-conscious consumers are well informed about food today. By acquiring a stake in fitvia GmbH, we are systematically expanding our own value chain and further strengthening our expertise in the growth market of healthy nutrition,” commented Karin Samusch, member of the Management Board of Dermapharm Holding SE.

The founder of fitvia GmbH, Sebastian Merkhoffer, will retain the remaining 30% and remain on board long after the transaction. “I am delighted to have found a strong strategic partner in Dermapharm to initiate the company’s next growth phase. Dermapharm will provide us with great added value, especially in product development and the expansion of our product portfolio,” he said.

The parties have agreed not to disclose the purchase price.

fitvia is expected to generate sales of approximately EUR 20 million and earnings before interest, taxes, depreciation and amortization (EBITDA) of approximately EUR 3.5 million in 2019.

Dermapharm was advised on the transaction by Ferber & Co. GmbH and fitvia by Carlsquare GmbH.

Company profile:

Dermapharm – Pharmaceutical Excellence "Made in Germany"

Dermapharm is a leading manufacturer of patent-free branded pharmaceuticals for selected markets in Germany. Founded in 1991, the company is based in Grünwald near Munich and has its main manufacturing facility in Brehna near Leipzig. The company’s integrated business model comprises in-house development, in-house production and distribution of pharmaceuticals and other healthcare products for specifically targeted markets by a medical and pharmaceutical sales force. Dermapharm holds approximately 900 marketing authorizations (*Arzneimittelzulassungen*) for more than 250 active pharmaceutical ingredients, which are marketed as pharmaceuticals, dietary supplements or supplemental balanced diets. This assortment makes the company unique. In addition to Germany, the company’s core markets also include Austria and Switzerland. The company plans to further expand its international presence. Dermapharm’s business model also includes a parallel import business, which operates under the “axicorp” brand. Based on revenues, Dermapharm was among the top five parallel import companies in Germany in 2018. In the "Herbal Extracts" segment, Dermapharm has access to the growth market for plant pharmaceuticals through the Spanish company Euromed S.A., one of the leading manufacturers of plant extracts and plant-based active ingredients.



With a consistent development strategy and numerous successful product and company acquisitions over the past 25 years, Dermapharm has continuously optimized its business and provided external growth impulses in addition to organic growth. Dermapharm intends to continue this profitable growth course in the future. The company is focusing on a three-pillar strategy: in-house development of new products, increase of its international footprint and further acquisitions.

Contacts

Investor Relations
Britta Hamberger
Phone: +49 (0)89 – 64186-233
Fax: +49 (0)89 – 64186-165
e-mail: ir@dermapharm.com

cometis AG
Claudius Krause
Phone: +49 (0)611 – 205855-28
Fax: +49 (0)611 – 205855-66
e-mail: ir@dermapharm.com