



Sodalis acquires Lornamead company in Germany and a portfolio of brands in UK from Meiyume

- ***Sodalis acquires the whole Lornamead company based in Germany and the brands Brisk, Rapid White and Triple Dry marketed in the UK***
- ***Meiyume streamlines focus on packaging, turnkey, retail solutions and insights for the beauty industry***

Hong Kong, 1 December 2021 – Sodalis, the leading Italian group in the Health, Beauty and Personal market, and Meiyume, a one-stop-shop partner of product and retail solutions for the beauty industry, today announced the successful acquisition and sale of the Lornamead company in Germany and the brands Brisk, Rapid White and Triple Dry brands in the UK.

Sodalis starts a new chapter in its international development journey by establishing its first subsidiary in the German Personal Market (the fourth subsidiary for the Group in Europe, after France, Spain and Portugal), and by expanding its business in UK. The acquisition allows Sodalis Group to further grow with a portfolio of recognized brands in the Personal Care category, such as: CD, a well-established deodorants, body & hand wash brand; Rapid White tooth whitening system; The Beauty Mask company; Triple Dry deodorants; Brisk in the male grooming segment.

Lornamead and its portfolio of traditional and heritage US, German and UK personal care brands business was acquired by Meiyume in 2013. The move to divest the German Lornamead business and UK brands follows a strategic review of Meiyume's overall services and allows the beauty company to focus on providing packaging, turnkey, retail solutions and insights to help beauty players transform.

"We are excited to welcome Lornamead team to Sodalis," said Fabio Granata, CEO of Sodalis Group. "For us, this is another step towards our goal to become a strong Personal Care player throughout all the most strategic European countries. We look forward to integrating the team and working together on new strategic moves to further grow in Germany and UK."

"We are pleased to have reached this agreement with Sodalis," said Gerard Raymond, President of Meiyume. "Lornamead has a strong portfolio of established brands that have good synergy with the Sodalis network. Christoph Hasselmann and the team have been a big part of Meiyume for the past eight and a half years and I am grateful to for their years of dedication and contribution."

Editor's Note: Lornamead in the United States and the UK-based brands, Simple, Cidal, Wrights, Vosene, Witch and Bristows, remain part of Meiyume.

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About Sodalis Group

Sodalis is the leading Italian group in the Health, Beauty & Personal care market, a highly dynamic multi-brand and multi-channel player with strong positions in mass-market, pharmacy and perfumery. The Group, active for more than 25 years, has an outstanding history of organic growth and constant acquisitions and developed thanks to the ability to integrate and expand new businesses.

The most important divisions are: Sodalis Pharma, with its brands BioNike, N°1 Dermo-cosmetics in Italian pharmacies, and ESI, among the main Italian Nutraceuticals realities; Sodalis Beauty, with the brand Deborah Milano and Biopoint recognized respectively in the Make Up and Hair Care segments; Sodalis FMCG, with leading Personal & Home Care brands such as Tesori d'Oriente, L'Arbre Vert, Vidal, Natural Honey, Lycia, Leocrema and Fresh & Clean.

MEIYUME

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PRESS RELEASE



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Today the Group has 4 production plants and 4 Research & Development laboratories, it is based in Italy, France, Spain, Portugal and Russia and is progressively growing globally.

For more information, please visit <https://www.sodalisgroup.com/en>

About MEIYUME

Meiyume is a one-stop shop partner of product solutions for fragrance, skincare, and colour cosmetics, and digital retail solutions such as interactive POS displays with data capture and insights. Meiyume is one of three product vertical businesses (Beauty, Sweaters, Furniture) formerly part of Li & Fung, which were divested in April 2018 and today operate as LH Pegasus which is owned 45% by Hony Capital and 55% by the Fung Group.

For more information, please visit www.meiyume.com

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