

PRESS RELEASE

SEMPORA Consulting advises Aduva Capital on acquisition of Ascopharm Group

Frankfurt, August 2012

Acquisition of

ascopharm[®]

by

Aduva Capital

Commercial due diligence conducted by

SEMPORA
MANAGEMENT CONSULTANTS

Aduva Capital has acquired 100% of the share capital of Ascopharm Group from its founder Karl-Heinz Oppermann.

The Ascopharm Group is a leading German mail-order business selling nutritional supplements, over the counter medicines and remedies as well as minerals, vitamins and cosmetics. From its headquarters in Wernigerode, Ascopharm supplies to over two-hundred thousand regular customers. Its range of over 400 products is marketed to consumers under the brands of Ascopharm and Sovita. Its B2B business division trades as the brand Revomed.

SEMPORA Consulting conducted market and commercial due diligence on the transaction for Aduva. Thomas Golly, Managing Partner at SEMPORA Consulting comments:

“Evaluating the effectiveness of Ascopharm’s specialised business model and its prospects required a deep understanding of mail order business, coupled with knowledge of the retail pharmacy environment, as well analysis of current customer profiles and their buying behaviour. As part of the commercial review SEMPORA carried out a detailed analysis of customer shopping behaviour, providing comprehensive customer insights and enabling assessment of marketing efficiency. These resulting insights also enabled us to systematically identify possible risks and future opportunities in support of Ascopharm’s business plan.

“Based on our wide-ranging experience in the healthcare sector and of many assignments with home shopping businesses, we are convinced that the Ascopharm business model has considerable growth potential.”

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