

Damartex expands its scope with the acquisition of the Vivadia Senior market place

The Damartex Group proceeded today with the acquisition of 100% of the Vivadia company's securities, which previously belonged to Valérie and Mouhssine Jeroundi

www.vivadia.fr is one of the French leaders in the field of market places dedicated to seniors in the Home & Lifestyle sector. The Vivadia market place offers a very large range of services and products which are divided into 7 themes (Autonomy, Medical, Physiotherapy, Comfort, Optical, Audition and Health).

Vivadia is above all a team of 8 committed experts who reference and put online more than 22,000 products that are manufactured by over 100 partners.

The company will generate a turnover of €1 million, up 30% over last year.

For the Damartex Group, there is a double goal:

- to speed up the digital transformation through a new distribution model with great potential; and
- to strengthen the Home & Lifestyle sector.

This acquisition will allow Vivadia to benefit from resources and synergy from the Damartex Group, which are required to achieve its goal to be the favourite market place of seniors in Europe.

Valérie and Mouhssine Jeroundi will continue managing the company, based in Valbonne in the heart of Sophia-Antipolis, in order to ensure its development.

The company will remain independent in accordance with the governance model specific to the group, while benefiting from the support of Damartex's teams.

This acquisition will be integrated into the Group's accounts as from 30 June 2016.

PROFILE

The Damartex Group operating under the names Damart, DamartSport, Happy D. by Damart, Afibel, Maison du Jersey for the Textile activity, and Coopers of Stortford, Jours Heureux, Delaby, Sedagyl and Vivadia for the Home & Lifestyle activity, is one of the leading European retailers for seniors (55+ segment). The Group has developed a multi-channel, differentiated strategy according to brands and countries. It is mainly operating in France, the UK and Belgium.

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KEY DATE

Publishing of the turnover for the year 2015/2016: 21 July 2016



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