

The Damartex Group has finalized the acquisition of 3 Pagen, a mail-order specialist.

The Damartex Group has announced today having finalized, as planned, the acquisition of 100% of the capital of 3 Pagen previously held by the 3SI Group.

As announced on 14 September 2016, upon entering into exclusive negotiations with the 3SI Group, the acquisition of 3 Pagen is consistent with the Damartex Group's strategic orientation of the past years.

The integration of 3 Pagen has very significantly strengthened Damartex's "Home & Lifestyle" business, a high potential segment on which the group is already present with Coopers, Delaby, Sedagyl, Jours Heureux & Vivadia.

In addition, thanks to this structuring operation, Damartex is setting foot in a new geographical area, including Germany, whose development potential on the senior and mail-order markets is very significant and bears the promise of profitable growth.

In line with its integration strategy, Damartex will keep all the employees, and the management team in place at 3 Pagen, led by Franz Hermanns, will continue managing the company independently in order to ensure its development, while taking advantage of the skills and expertise of the Damartex teams, especially in distance selling.

The inclusion of this entity in the group's consolidated accounts will be effective as of 1 October 2016. The acquisition of 3 Pagen, fully financed in cash, will have an accretive impact on the results of the Damartex group as from the first year.

In this operation, the Damartex Group was advised by DC Advisory in Frankfurt (Germany), represented by Moritz Von Bodman. www.dcadvisory.com

ABOUT THE DAMARTEX GROUP

The Damartex Group operating under the names Damart, Afibel, La Maison du Jersey, Xandrès for the "Textile" activity, 3Pagen, Vitrine Magique, 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 an omni-channel, differentiated strategy according to brands and countries. It is mainly operating in France, the UK, Belgium and Germany.

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ABOUT 3 PAGEN

Based in Alsdorf, near Aix-la-Chapelle, Germany, 3 Pagen is one of the leading players of distance selling for well-being, household and decoration items. 3 Pagen's products are marketed in Germany (which account for approximately 70% of its sales) and Austria under the name "3 Pagen", in France through "Vitrine Magique", and in eastern Europe (Czech Republic and Slovakia) through "Magnet 3 Pagen". As of the end of 2015, 3 Pagen employed 550 people and had 2.3 million active customers, and recorded a turnover of €82.7 million with a restated EBITDA of €5.0 million.

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