

Damartex and *Financière Trésor du Patrimoine* Agree on Partial Takeover of *Jours Heureux*

In the context of the announcement of its transformation plan in early June 2020, Damartex had indicated that it wanted to refocus its portfolio of activities on a limited number of brands to be able to ensure the investments necessary for their modernization.

Following this announcement, Damartex has received several expressions of interest for the takeover of the *Jours Heureux* brand. After studying the various proposals, Damartex announces that it has signed a binding agreement with Groupe Financière Trésor du Patrimoine (*L'Homme Moderne, Traditions du Périgord, Léon Fargues...*) to take over the mail order activity of *Jours Heureux*. This agreement does not include the activity of the three stores operated by *Jours Heureux*; these will be closed down by Damartex.

The project presented by Groupe Financière Trésor du Patrimoine caught the attention of Damartex, presenting solid guarantees to ensure the future development of *Jours Heureux* and to preserve the maximum number of jobs.

- In its industrial project, Trésor du Patrimoine's aim is to invest in the development of the brand. *Jours Heureux* will thus become part of the *Vins et Saveurs de France* division of Trésor du Patrimoine and will continue to operate under its own name.
- This project will also make it possible to keep 7 permanent and 1 fixed-term contract out of the 15 jobs at *Jours Heureux*. Furthermore, Trésor du Patrimoine commits to keeping these jobs for a minimum of two years.

The takeover operation should be completed in the coming weeks.

"The diversity of products offered by Jours Heureux, as well as its current positioning is perfectly complementary to our existing activities. We are delighted to have a strong new brand to continue the growth of our online food and wine offering," said Rémy Derek Smith, Chairman of Financière Trésor du Patrimoine.

"The Jours Heureux brand has many assets and is ideally positioned to take advantage of the growth of the online food retail market. The Trésor du Patrimoine's bid, in addition to presenting an undeniable industrial logic, will make it possible to preserve half of the workforce and offer a new horizon of growth for the brand". Added Patrick Seghin, Chairman of the Management Board of Damartex.

PROFILE

The Damartex Group, one of the leading European retailers for seniors, aims to become the European leader in the silver economy. It includes three divisions:

- "Fashion" - Damart, Afibel, La Maison du Jersey, Xandres;
- "Home & Lifestyle" - 3Pagen, Vitrine Magique, Coopers of Stortford, Jours Heureux, Delaby; and
- "Healthcare" - Sedagyl and Santéol.

The Group mainly operates in Europe, including in France, Great Britain, Belgium and Germany.

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