

Damartex Strengthens its Healthcare Division with the Acquisition of MSanté

As part of its transformation plan, "Transform To Accelerate - TTA 2.0", the Damartex group announces the acquisition of 80.0% of the shares of MSanté by Damartex S.A.

MSanté is a home healthcare service provider (so-called *PSAD*), specializing in infusion and nutrition. It was created in 2013 by Stéphane Freche, who remains a shareholder in the company with 20% of the capital. The head office is located in Granville in the Manche *département* in France.

The team, made up mainly of nurses and nutritionists, is recognized by the main hospitals in western France, and coordinates the implementation of homecare programmes for over 2,000 patients. The company boasts a turnover of €1.5 Mn and 3 agencies, located in Caen, Nantes and Rennes (France).

In accordance with the integration strategy of the Damartex group, Stéphane Freche and his team will keep the management of the company autonomously in order to ensure its development, while benefiting from the skills and support of the Damartex teams.

DEVELOPMENT OF THE HEALTHCARE DIVISION

The Damartex group is thus strengthening its Healthcare division, which now consists of 3 brands in high-growth businesses:

- Sedagyl, a retailer of homecare products, which is present in France and in England. The expansion of the "health" product offering and the acceleration of digital technology are at the core of the company's development;
- Santéol, a home healthcare service provider (so-called *PSAD*), specializing in respiratory assistance, and which is present in the Grand Est, Ile de France and Mediterranean regions of France, with a network of 6 agencies; and
- MSanté, a home healthcare service provider, specializing in infusion and nutrition, which is present in the west of France with 3 agencies.

For the home healthcare business, the Group's aim is to cover the whole of France for the two brands separately, either through organic growth with the opening of new branches, or through external growth.

MSanté will be integrated into the Damartex Group's accounts as of 1 July 2021.

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, Xandres
- "Home & Lifestyle" - 3Pagen, Vitrine Magique, Coopers of Stortford,
- "Healthcare" - Sédagyl, Santéol, MSanté

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

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