

16th NOVEMBER 2017

HOLLAND & BARRETT SWEDEN MERGES WITH HÄLSA FÖR ALLA

Holland & Barrett Sweden, part of Holland & Barrett International, Europe's leading health and wellness retailer owned by international investment business L1 Retail, has today announced its merger with Hälsa för alla, a specialist natural health and wellbeing retailer currently trading as a LIFE Europe AB franchisee with 12 retail outlets across Stockholm, Sweden.

The merger will see Holland & Barrett's Swedish portfolio increase to 16 stores and the business has ambitions to supplement organic growth across Scandinavia through further merger and acquisition activity.

Hälsa för alla is headquartered in Huddinge, Sweden and was founded in 1986 by brother and sister team Peter Furusten and Siv Britt-Marie Furusten with a focus on health food and beauty retailing. In 2014 it was acquired under franchise agreement by LIFE Europe AB, Sweden's health food retailer and distributor.

Holland & Barrett opened its first store in Sweden in 2016, in the prestigious 'Mall of Scandinavia', and has since added a further three stores in the Stockholm area. The merger with Hälsa för alla will quadruple the size of the Holland & Barrett store portfolio in Sweden and is an important first step in Holland & Barrett's ambitious plans to build a portfolio of 500 stores across Scandinavia in the coming years.

All Hälsa för alla stores will be rebranded as part of the integration process and will offer the complete Holland & Barrett product range. Hälsa för alla's employees and management team, led by Chief Executive Rikard Furusten, will all be retained and the store staff will undertake formal training to provide customers with the expert advice on nutrition and supplementation that Holland & Barrett is famous for.

Chris Keen, Chief Financial Officer, Holland & Barrett said: "Sweden has for some time been a key market for us given its maturity and well-established consumer appreciation of healthy living. Today's merger consolidates our position in Stockholm and provides an important platform for planned further growth of our business in Sweden and across the wider Scandinavian market, which we believe has capacity for some 500 more stores.

"We have shown through our previous acquisitions in both the Netherlands and Belgium that we know how to successfully deploy our logistics, infrastructure and retail expertise to power growth in domestic markets. We already have plans in place to leverage the opportunities presented by our new and larger Swedish portfolio and will be launching a fully functional website in Sweden shortly."

Hälsa för alla's Chief Executive Rikard Furusten added: "Family Furusten has owned and operated Hälsa för alla successfully for more than 30 years. What we are most proud of during these years is our amazing employees who gave our customers constructive and accurate advice about how they can care for themselves. To be able to meet future consumer shopping demands, whether it is in store or online, I see this merger as the very best option. I am now looking forward to developing and expanding Holland & Barrett Sweden."

Sweden, Norway, Finland and Denmark are all continuing to spend more per capita per year in retail than any other country in Europe. Data from Euromonitor International shows that, although the

Nordic countries only represent 5% of the total population of Western Europe, their share of retail sales in the packaged food category – which includes natural health products – was almost triple that at 13%. Forecasts for sales of vitamins, minerals and supplements across Scandinavia are also positive, and increasing consumer interest in food intolerance and rising concern about food additives and artificial ingredients is driving dynamic growth in quality, healthy alternatives.

NOTES TO EDITORS

Holland & Barrett International

Holland & Barrett is Europe's largest health and wellness retailer leading the market with a broad range of vitamins, supplements, specialist food, sports nutrition and ethical beauty brands. Established in 1870 it is owned by the L1 Retail, which is part of LetterOne, the international investment business. Holland & Barrett currently operates more than 1,150 stores worldwide (including 750 in the UK and Ireland) as well as a rapidly expanding e-commerce business. Holland & Barrett's 4,200 Associates are highly trained in nutrition and supplements, able to advise customers on their individual needs.

Hälsa för alla

Hälsa för alla opened the first shop in Huddinge in 1986. The goal was to change an old fashioned health market into something new and fresh. We wanted to change the view of the industry with an attractive offer that would suit everyone. Well-trained employees and new product ranges have also been an important factor in the success. Today, Hälsa för alla consists of 12 stores and is constantly developing.

**For further information, please contact the team at Pegasus via email at:
hollandandbarrett@thisispegasus.co.uk, or call 01273 712000**

ENDS