

## **Twelfth acquisition in 2023: Mutares has signed an agreement to acquire the Prénatal activities in the Netherlands**

- New platform acquisition to strengthen the Retail & Food segment
- Market leading Dutch retailer in baby, toddler, and maternity wear, hard goods and toys
- Annual revenues of approx. EUR 100 million
- License agreement of a well-known brand

**Munich, November 7, 2023** – Mutares SE & Co. KGaA (ISIN: DE000A2NB650) has signed an agreement to acquire the Prénatal stores and e-commerce activities in the Netherlands from the PRG Retail Group. The Company will enter into an exclusive license agreement to utilize and promote Prénatal and its portfolio brands in the Netherlands. The closing of the transaction is expected in Q4 2023 subject to customary approval from the competition authority.

Prénatal (Netherlands) is a market leading retailer specializing in maternity, baby and infant clothing, childcare products, and hard goods, as well as toys and a household name, with a brand awareness of almost 100%.

The company is headquartered in Amersfoort and has 38 physical point of sales (boutiques and (mega)stores) throughout the country. With ca. 570 employees, the company generates revenues of approx. EUR 100 million. Prénatal (Netherlands) has a leading position both as an e-commerce and brick-and-mortar store, selling a wide variety of products and brands. The company's comprehensive product mix covers any need in the 0–4-year age range across all seasons, including a large assortment of proprietary brands as well as third-parties iconic must-haves.

In the Netherlands, Prénatal consists of Prénatal Moeder en Kind BV ('PMK') and its 100% subsidiary WIJ Special Media BV ('WSM'). PMK designs, produces, and sells clothing and hard goods. WSM collects and sells contact information of expecting and young families and is known for 'De Blijie Doos' (The Happy Box), among others.

Mark Friedrich, CFO of Mutares, comments: "With the acquisition of Prénatal in the Netherlands, we are further strengthening our Retail & Food segment. Like every other retailer in Europe and the Netherlands, also Prénatal (Netherlands) has been experiencing challenging market conditions. Recently, the company announced a restructuring program to further enhance its position in a competitive market environment. I am confident that, with the backing of the Mutares team, Prénatal (Netherlands) can further leverage its potential for future growth."

Richard Turk CEO of Prénatal Netherlands adds: "In these past months we have reviewed and fine-tuned our product range and our operating processes to align with the current and future market. In doing so, we have further strengthened the foundations of Prénatal Netherlands. Thanks to significant cost reductions and efficiency improvements, we are now better equipped to meet the challenging market conditions of today and tomorrow and have created the starting point for further, future growth. I am very happy with our new owner Mutares, together with whom we will certainly succeed in realizing our strategic, commercial, and operational ambitions."

## **Company profile of Mutares SE & Co. KGaA**

Mutares SE & Co. KGaA, Munich ([www.mutares.com](http://www.mutares.com)), as a listed private equity holding company with offices in Munich (HQ), Amsterdam, Frankfurt, Helsinki, London, Madrid, Milan, Paris, Shanghai, Stockholm, Vienna and Warsaw, acquires medium-sized companies in special situations, based in Europe, which show significant operational improvement potential and are sold again after undergoing a repositioning and stabilization process. For the fiscal year 2023, consolidated revenues of EUR 4.8 billion to EUR 5.4 billion are expected. Based on this, consolidated revenues are to be expanded to approx. EUR 7 billion by 2025 and EUR 10 billion by 2028. As the portfolio grows, so do consulting revenues, which together with portfolio dividends and exit proceeds accrue to the Mutares Holding. Accordingly, net income in the holding company is expected to be in the range of EUR 125 million to EUR 150 million for the fiscal year 2025 and EUR 200 million for the fiscal year 2028. The Management Board and Supervisory Board together hold more than one-third of all Mutares shares with voting rights. The shares of Mutares SE & Co. KGaA are traded on the Regulated Market of the Frankfurt Stock Exchange under the symbol "MUX" (ISIN: DE000A2NB650).

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