

- Press release -

Etten-Leur, July 12th, 2016

Nature's choice b.v. sells shares to German Dr. Rainer Wild Holding.

On June 21st 2016, Nature's choice b.v., a wellness- and cosmetics company based in Etten-Leur, has sold its shares to the German based Dr. Rainer Wild Holding. This means that as of June 21st, Nature's Choice and its affiliated sister companies, Add Water b.v. and Pro NC b.v., are part of the Dr. Rainer Wild Holding group. The Heidelberg-based company has, together with its affiliated companies Tinti GmbH & Co.KG and Martin Fuchs Spielwaren GmbH & Co.KG (spielstabil), proven to successfully deliver an array products specifically focused towards children.

The acquisition by Dr. Rainer Wild Holding provides Nature's choice b.v. with the ability to accelerate growth in the international market. The underlying desire and ultimate wish to form a strong international partnership has thereby become a reality for company founders Rian van Velzen – Bastiaansen and Mark van Velzen. Both will remain active as Managing Directors.

Nature's choice b.v. was established in 1994, is GMP certified, and manufactures their own brands as well as private label products for large domestic and international customers. In their facility in Etten-Leur, Nature's choice b.v. produces cosmetics products with a focus on fry cosmetics. In addition to their private label activities, Nature's choice b.v. also produces their own brands, such as Hittepit[®], the original organic cherry pit pillow and Treets Traditions, a complete natural line of bath-, shower- & body products based on ancient wisdom and traditions.

Becoming part of Dr. Rainer Wild Holding, enables both companies to bundle their strengths and benefit from their expertise and available infrastructure. The extensive Research & Development department from Dr. Rainer Wild Holding provides far-reaching innovation capabilities which will allow for further development and production through their own Dutch factory. Tinti, the socially responsible and creative children's brand for bathing products owned by sister company Tinti GmbH & Co. KG, will be a logical complimentary fit to its already wide range of adult wellness- and cosmetics assortment run by Nature's Choice B.V. The company's total brand portfolio will ultimately consist of; Treets, Treets Traditions, Hittepit[®], Travallo, Perfume Pod, LIEF! and Tinti.

As a result of this Nature's choice b.v. is able to successfully supply to both domestic and international markets for adult and children's bath- and wellness products.