



**Merger Vision s.r.o.**

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*June, 2014*

**Merger Vision advised the seller on sale of 100% shares in ASTRID T.M., a.s. combined with sale of production activities and selected sales activities of ASTRID COSMETICS, a.s.**

The Greek SARANTIS Group, one of the largest producers and distributors of personal care and household care products in southern and central Europe, acquired 100% shares in ASTRID T.M., a.s. in a transaction combined with acquisition of production activities and selected sales activities of ASTRID COSMETICS, a.s.. Merger Vision acted as exclusive M&A advisor to the seller. The advisory team consisted of Jiří Mareš, Karel Niederle and Adam Procházka.

**SARANTIS Group** ([www.sarantisgroup.com](http://www.sarantisgroup.com)) was established in 1930 and has direct presence in 9 European countries, including the Czech Republic. Furthermore, its products and goods are exported to more than 40 countries worldwide. Over the past two decades the group has made several strategic acquisitions in central and eastern Europe. Consolidated net sales of the group reached EUR 237 mil. in 2013. Shares of the mother company are listed on the Athens Stock Exchange since 1994.

**ASTRID Cosmetics** ([www.astrid.cz](http://www.astrid.cz)) is a Czech producer and supplier of branded cosmetic products, with history going back to 1847. The group owns broad portfolio of traditional Czech personal care brands, such as ASTRID, Sahara, PEO, Femina, ADAM or DIPLOMAT. The group is the no.1 market player in the Czech Republic and Slovakia in all three ASTRID's key product categories which are sun care, lip care and foot care products. Consolidated net sales of the business sold to SARANTIS Group reached EUR 7 mil. in 2013.

**Merger Vision** is an independent Czech M&A advisory firm focused on small and mid-sized Czech companies; primarily management-controlled and family-owned businesses.

Please do not hesitate to contact us in case of any questions.

Kind regards,

A handwritten signature in blue ink, appearing to read "Jiri Mareš".

Jiří Mareš  
Managing Director