



Merger Vision s.r.o.

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Merger Vision advised the seller on sale of a traditional hair care cosmetic brand LYBAR and related assets

MATTES GROUP, an important Czech distribution company of personal care and household care products acquired a portfolio of trademarks LYBAR. Merger Vision acted as exclusive M&A advisor to the seller. Merger Vision's team organising the international tender consisted of Jiří Mareš and Adam Procházka.

MATTES GROUP (www.mattesgroup.com) was established in 1991 and has direct presence in the Czech Republic, Slovakia, Poland, Hungary and Romania. The Group distributes dental and personal care products, cleaning products, air fresheners and packaging products to retail chains and to independent stores as well. Via this acquisition the buyer will expand its product range with the hair care product category. In the past, MATTES GROUP acquired other trademarks, such as Pepino or MILO.

LYBAR (www.lybar.cz) is a traditional Czech cosmetic brand with history going back to 1st half of 20th century. LYBAR, the pioneer in former Czechoslovakia in hair care sprays, has been enjoying high consumer awareness and thus is present in all retail chains in its home markets.

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