

# Ambitious plans for growth on OTC and cosmetics markets – Bregal acquires stake in Murnauer Markenvertrieb

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Based in Egelsbach near Frankfurt, Murnauer Markenvertrieb GmbH ("Murnauer") has been dedicated to developing natural health and cosmetic products for many years. With well-known brands like Dermasel, Salthouse and Perlweiss, Murnauer is a leading provider of over-the-counter, natural remedies and cosmetics for the pharmacy and retail markets in Germany and Austria.

Funds advised by Bregal Unternehmerkapital have acquired a majority stake in Murnauer as part of a succession solution. The shares were sold by the Dawidowicz family holding, which will retain a significant stake in the business going forward. Together with Bregal, the Company will continue to focus to further utilise its strong R&D capabilities and develop products for the German and international markets.

The company has operated on the German market for decades, originally focussing on products based on the distinctive active ingredient Dead Sea salt. These products are used for therapeutic and cosmetic applications and include brands such as "DermaSel" and "Salthouse". Murnauer also develops and distributes numerous medical, cosmetic and wellness products for pharmacies, drugstores, grocery retailers and perfume shops. "PERLWEISS" (teeth whitening products), "Murnauers Bachblüten" and "Frühmesner" (naturopathy and natural cosmetic ranges), as well as "Murnauers Kristall Deo" (deodorants) are some of Murnauer's most well-known brands.

The current market environment offers the perfect conditions for achieving further growth, as consumers increasingly demand cosmetics and remedies based on natural, healthy ingredients. Bregal is looking forward to working with Murnauer to further advance its internationalisation, tap into new markets and further expand the product range, both organically and through acquisitions.