

HOCHDORF Group Press Release: HOCHDORF takes over Bimbosan AG

## HOCHDORF takes over traditional Swiss brand Bimbosan

*Hochdorf, 24 May 2018* – The HOCHDORF Group has signed an agreement to acquire Bimbosan AG in Welschenrohr, Switzerland. With the takeover of this long-established Swiss infant nutrition company, HOCHDORF is moving another step closer to the end consumer in the area of baby care. The takeover will take place retroactively to 30 April 2018.

The HOCHDORF Group has produced infant formula since 1908. It manufactured products mainly for the Swiss market until 2006, operating essentially as a private-label producer until the end of 2016, when it acquired a 51% share in the Pharmalys Group in its first step towards the end consumer. The 100% acquisition of traditional Swiss company Bimbosan AG is another important move in this direction.

### Business relationship since the 1970s

HOCHDORF Swiss Nutrition Ltd has been producing a variety of infant food products for Bimbosan AG since the 1970s. Among its joint projects, it developed the first infant formula in the world without palm oil, which was launched in Switzerland by Bimbosan in 2010. "Bimbosan is the brand when it comes to infant formula in Switzerland," says Dr Thomas Eisenring, HOCHDORF Group CEO. "With its Swiss origins, long-established and positive presence and a focus on organic raw materials, the company was an excellent match for the HOCHDORF Group and its expansion strategy," he explained.

Together with the existing team, HOCHDORF is planning to develop Bimbosan into a Swiss brand that is a global leader. The group has already contacted interested distributors. "We see the Swiss origins, the high level of brand recognition of Bimbosan in the home market and the HOCHDORF network of distributors as significant factors that will influence the future success of the Bimbosan brand," says Daniel Bärlocher, Managing Director of Bimbosan AG in Welschenrohr.

The takeover will take place retroactively to 30 April 2018.

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### About the HOCHDORF Group

The HOCHDORF Group, based in Hochdorf, achieved a consolidated net sales revenue of CHF 600.5 million in 2017. It is one of the leading foodstuff companies in Switzerland, employing 695 staff as of 31.12.2017. Made from natural ingredients such as milk, wheat germ and oil seeds, HOCHDORF products have been contributing to our health and wellbeing since 1895 – from babies to senior citizens. Its customers include the food industry and the wholesale and retail sectors. Its products are sold in over 90 countries. The shares are traded on the SIX Swiss Exchange in Zurich (ISIN CH0024666528). Additional information: <https://www.hochdorf.com/en/>.

**About Bimbosan AG**

Bimbosan is a family-run traditional Swiss company that has been producing first-class speciality infant foods since 1932. The company has relied exclusively on Switzerland as its production location, using organic raw materials wherever possible. Bimbosan currently offers a wide range of Swiss organic products, available in all Swiss pharmacies and chemist stores as well as in larger Coop stores. Additional information: [www.bimbosan.ch](http://www.bimbosan.ch).