



*Vienna/Unternberg*

**Sanova Pharma announces asset acquisition and strategic partnership with Ökopharm product family**

Sanova Pharma GesmbH (“Sanova”) and Ökopharm GmbH, two leading Austrian consumer healthcare companies, signed a definitive agreement for a strategic partnership and the acquisition of Ökopharm’s core products. The acquisition is subject to certain closing conditions, including approval by the Austrian Federal Competition Authority.

Sanova is set to take over and strategically develop the Ökopharm, Ökomed and BasoVital product families, which feature such well-known brands as Immun 44, SunnySoul and HairCaps. What these products have in common is the high level of quality achieved by uniquely nutritionally-balanced, carefully structured micronutrient formulations and the use of optimised natural micronutrients for high bioavailability.

By acquiring these products, Sanova is strengthening its business in the dynamic dietary supplements market with its own products and securing its position as the leading supplier in the Austrian over-the-counter (“OTC”) market. Sanova plans to use its distribution, marketing and logistics expertise to provide even greater support for Austrian pharmacies and the newly-acquired products.

Ökopharm and Sanova believe in innovative and high-quality products that are “made in Austria” and will therefore base their close strategic partnership in Unternberg, where they will continue to manufacture and develop products together, allowing the added value to remain in Austria.

Ökopharm’s successor company will emerge over the course of the year under the name “Nutropia GesmbH” and make the group fit for the future generation, a process that will involve, in particular, plans to expand production in Unternberg and develop and market new products with existing staff. The company will also be forging ahead with research projects and developing new products for the market. Weitere Informationen

More information

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