

## PRESS RELEASE

*International investment fund Mutares acquires all Dutch operations*

### **Prénatal Netherlands gets new owner**

< Amersfoort, Tuesday, November 7, 2023> - International investment fund Mutares SE & Co. KGaA (ISIN: DE000A2NB650) has signed an agreement in principle to acquire the Prénatal stores and e-commerce activities in the Netherlands from PRG Retail Group (PRG). PRG retains all rights on the Prénatal brands and enters into a long-term license agreement with Prénatal Netherlands.

Prénatal is a market leader in maternity, baby and toddler clothing, child care products, hardware and toys and a household name in the Netherlands, with brand awareness of almost 100%. Prénatal Netherlands consists of Prénatal Moeder en Kind BV that produces and sells clothing and hard goods, both through its stores and online. Subsidiary WIJ Special Media BV collects and sells contact information of expectant and young families and is known, among other things, for 'De Blije Doos'.

Richard Turk, CEO of Prénatal Netherlands says: "In recent months we have further strengthened the foundations of Prénatal Netherlands. Thanks to significant efficiency improvements and the resulting cost savings, we have created a good starting position for further growth. I am very pleased with our new owner Mutares, with whom we will be even more successful in realizing our strategic, commercial and operational ambitions."

Johannes Laumann, CIO of Mutares, adds: "Like all other retailers in Europe, Prénatal Netherlands is facing challenging market conditions. The company recently announced a restructuring program to further strengthen its solid position in a competitive market environment. I am confident that Prénatal, with the support of the Mutares team, can further exploit its growth potential."

Completion of the transaction is still pending customary approval by the Dutch competition authority ACM.

#### **About Prénatal**

Prénatal was founded in 1959 in the Netherlands as a family business and is part of the international Prénatal brand. In the Netherlands, Prénatal is the undisputed market leader in baby, toddler and maternity wear and hard goods. The company employs a total of 567 employees, of which 441 work in the 38 stores and department stores and 126 at the head office in Amersfoort. [Click here for more information.](#)

#### **About Mutares SE & Co. KGaA**

Mutares SE & Co. KGaA, Munich ([www.mutares.com](http://www.mutares.com)) an internationally operating private equity investment fund with offices in Munich (headquarters), Amsterdam, Frankfurt, Helsinki, London, Madrid, Milan, Paris, Shanghai, Stockholm, Vienna, and Warsaw, invests in medium-sized European companies in special situations with significant operational improvement potential. The shares of Mutares SE & Co. KGaA are traded on the regulated market of the Frankfurt Stock Exchange under the symbol "MUX" (ISIN: DE000A2NB650).

PRG Retail Group has been assisted by ABN AMRO as its exclusive financial advisor and Chiomenti and Cleber as its legal advisors, while Mutares has been assisted by JB Law as legal adviser.

**For more information, please contact:**

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