

## **Pharco sells its overall product portfolio for EUR 8.5m**

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Merodis, a corporate finance consulting firm, successfully advised Pharco on the sale of its entire product portfolio for EUR 8.5m. The sale includes fast growing consumer healthcare brands such as Flexipure, Zafranpure and Stresspure.

The acquiring entity, called Pharco Innovations, was recently founded by pharmacist and serial entrepreneur Mario Debel, together with the support of the investment firm Alychlo.

Incorporated in 2003, Pharco ([www.pharco.be](http://www.pharco.be)) develops and commercializes OTC/OTX products in the fields of phytotherapy and nutritherapy. These products are exclusively sold through pharmacies. In February 2013, Merodis already advised Pharco on the sale of its well-known leading cholesterol lowering product Arterin to Omega Pharma for a consideration of EUR 10m. Since then, Pharco has been focusing to rebuild its business. The new product portfolio, however, was an instant success, with its growth outstripping the financial capacity of the company. In order to further sustain this growth, the product portfolio has now been sold to Pharco Innovations which will allow for continued investment in the business. Pharco is listed on Euronext under the following ISIN code: BE0003835528. All products will continue to be distributed by Omega Pharma in Belgium.

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### **About Merodis**

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