

Press Release

Perusa Partners acquires majority of leading manufacturer of merchandising products SENATOR from Merz-Pharma-Group

Guernsey/Munich, July 13, 2016 – Perusa Partners Fund II, L.P. („Perusa“) has completed a majority investment in Senator GmbH & Co. KGaA („SENATOR“).

SENATOR, headquartered in Gross-Bieberau, had been owned by Merz-Pharma-Group since 1920. In the previous financial year 2014/15 SENATOR generated nearly EUR 50 million sales. The company currently employs ca. 350 people worldwide at the site in Gross-Bieberau, and at its foreign subsidiaries in Great Britain, France, the Netherlands, China, and India. SENATOR is one of the world’s leading suppliers of merchandising products and writing instruments. In addition to high quality ballpoint pens, the product range also includes mugs, writing cases, and accessories.

“SENATOR has an excellent reputation as a leading manufacturer of high-end merchandising products in Europe. We are looking forward to strengthening the core business together with the teams in Gross-Bieberau and at the international subsidiaries, and to develop the company towards market leadership. Perusa Partners has a very positive experience with manufacturing businesses in Germany “, explained Dr Hanno Schmidt-Gothan, CEO of Munich-based Perusa GmbH, which advises the fund.

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About Perusa

Perusa is an institutional private equity investment fund with two funds with more than 350 million Euro equity capital under management. The funds invest in mid-sized companies and corporate carve-outs in German-speaking and Nordic countries. Perusa has a strong operating approach in order to improve the performance of the portfolio companies and unlock its long-term value potential. Furthermore, strategic add-on acquisitions (buy-and-build strategy) are being sought to support the growth of the portfolio companies. More information is available at: www.perusa.de

About Merz-Pharma-Group

With more than 2,900 employees and 36 subsidiaries, Merz is a leading global provider in the fields of Aesthetics and Neurotoxins. Privately held for more than 100 years, the company is distinguished by its in-house research and development, solid financial strength and continuous growth. Complementing its unique portfolio of products for minimally invasive and non-invasive skin rejuvenation and tightening, Merz also develops neurotoxins to treat neurologically induced movement disorders. OTC medicines, dietary supplements and skincare products round off the offerings from the company, which is headquartered in Frankfurt, Germany. In fiscal year 2014/15 the Merz Pharma Group generated revenue of EUR 1,157.0 million. More information is available at: www.merz.com