



MERGER ANNOUNCEMENT 15 JANUARY 2014

Competition Authority Clears Acquisition of Atrium Innovations

The Competition Authority has today cleared the proposed acquisition by Permira Holdings Limited of sole control of Atrium Innovations Inc. The transaction was notified under the Competition Act 2002 on 20 December 2013.

The Authority has formed the view that the proposed transaction will not lead to a substantial lessening of competition in any markets for goods or services in the State. The Authority will publish a public version of the reasons for its determination on its website (www.tca.ie) no later than 14 March 2014 after allowing the parties the opportunity to request that confidential information is removed from the published version.

Notes

Permira is a private equity firm operating globally out of offices across Europe, the United States and Asia. Its funds, raised from pension funds and other institutions, make long-term investments in companies in five sectors: consumer, financial services, healthcare, industrials, and TMT.

Atrium is active in the development, manufacture, and sale of dietary supplements. Atrium's portfolio of products includes brands such as AOV, Pure Encapsulations, Wobenzym and Douglas Laboratories. Atrium distributes its products mainly to healthcare practitioners and through health food retailers. The majority of the Atrium's products are sold in the United States, Canada and Europe. In the State, Atrium has one holding company, IMF Nutrition Ltd., which holds the trademark for the Minami Nutrition product line.

For further information contact:

Clodagh Coffey, Communications Manager, The Competition Authority
Tel: 01 8045406 Mobile: 087 915 5406 email: cc@tca.ie