

**DAMIER**

PK Benelux

DAMIER GROUP AND AVISTA HEALTHCARE PARTNERS ANNOUNCE A NEW CONSUMER HEALTHCARE PLATFORM THROUGH A STRATEGIC PARTNERSHIP WITH PK BENELUX

2 September 2025

Damier Group (Damier), the Belgian based investment platform led by Yvan Vindevogel, and Avista Healthcare Partners (Avista), a private equity firm focused exclusively on healthcare, today announced an agreement to participate in PK Benelux, a key player in the market for vitamins, minerals, and supplements (VMS) in the Benelux.

Founded in 1985 and headquartered in Uden, Netherlands, PK Benelux is owned by its founders Albert Peters and Angela Peters. The company markets VMS products under Lucovitaal®, one of the fastest-growing VMS brands over the last five years. Lucovitaal® offers consumers with the highest-quality and highest-value product assortment across nearly all VMS categories. Lucovitaal® is distributed across all major brick-and-mortar and e-commerce retailers in the Benelux, cultivating strong customer loyalty through the brand's reputation for quality and leadership in innovation.

As part of the transaction, co-founder and CEO Albert Peters will make a significant reinvestment in PK Benelux and continue to support the growth of the company. The investment in PK Benelux marks Damier's third "partnership" investment alongside Avista, following their prior investments in Vision Healthcare and Cooper Consumer Health.

Yvan Vindevogel, CEO and Chairman of Damier, said: "Lucovitaal is one of the most recognized and respected brands in the Benelux OTC space. We are excited to welcome PK Benelux to the family. This transaction perfectly fits our mission to back high-potential platforms and accelerate their growth across Europe. With PK Benelux, we now gain a strong foothold in the Benelux market. We are also very pleased to announce our continued partnership with Avista, the new partnership with Albert Peeters and some Belgian and foreign co-investors, some of which have supported us in prior endeavours."

Thompson Dean, Chairman of Avista, said: "PK Benelux's remarkable growth through successful innovation and Lucovitaal®'s "powerful and affordable" brand proposition align well with rising market demand for high-value self-care and preventative health products. We are excited to deepen our partnership with Damier and to begin a new chapter with PK Benelux, drawing on our deep experience in consumer healthcare to support PK Benelux in its next phase of growth."

Alex Yu, Partner at Avista, said: "PK Benelux offers a rare opportunity to invest in an established key VMS brand, with high-growth, a nimble and innovation-focused culture and deeply loyal consumers. PK Benelux is an exceptional company, and we see significant opportunities to support PK Benelux's organic and inorganic growth in the Benelux and across Western European markets."

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Albert Peters, CEO of PK Benelux, said: “The partnership marks a significant milestone for PK Benelux in becoming a global VMS brand. We have found true partners, who share our vision and commitment to offering innovative, high-quality, and high-value VMS products that enhance our consumers’ lives. Their deep expertise and established partnership in the consumer healthcare sector will provide access to new opportunities and accelerate growth. We are grateful to our colleagues, partners, and customers who have supported Lucovitaal® over the last four decades, and we are excited for the next phase of our company’s growth.”

The transaction is expected to close in Q4 2025, subject to approval by the relevant regulatory authorities. Financial terms of the transaction were not disclosed. ABN Amro and Loyens & Loeff advised PK Benelux. Ropes & Gray and A&O Shearman advised Avista and Damier.

About Damier Group

Damier Group is the Belgian based family office of serial entrepreneur Yvan Vindevogel. The family office mainly specializes in investing and building out platforms in Europe which anticipate and take advantage of long term trends, leveraging its decade long experience and track record in consumer healthcare and the wider consumer space. This includes amongst others: Cooper Consumer Health, Vision Healthcare, Omega Pharma, TOCG ...

www.damiergroup.be

About Avista Healthcare Partners

Founded in 2005, Avista Healthcare Partners is a leading New York-based private equity firm with over \$10 billion invested in 50 growth-oriented healthcare businesses globally. Avista partners with businesses that feature strong management teams, stable cash flows and robust growth prospects – targeting healthcare product and technology businesses with clear scale potential across six sub-sectors experiencing strong tailwinds. The team is supported by a group of seasoned Strategic Executives enhancing the entire investment process through strategic insight, long-term value and sustainable businesses. For more information, visit **www.avistahealthcare.com** or follow Avista on **[LinkedIn](#)**.

About PK Benelux

PK Benelux is a consumer health company democratizing healthy living through the Lucovitaal brand and licensing of medical devices. PK Benelux is best known for its brand Lucovitaal®, recognized for being “powerful and affordable.” The company develops and markets vitamins, minerals, supplements, and other health products for distribution across drugstores, pharmacies, and online in the Benelux, and supplies white label and private label medical devices to more than 30 countries.



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