

### **Vision Healthcare Announces the Acquisition of BioSalma, a Leading Nordic Health Supplement Brand, Developing further Its Nordic presence with a Robust Omni-Channel set-up and strategically diversifying further its brand portfolio with a Premium Value Brand offering**

Kortrijk, Belgium - 10 December 2025

Vision Healthcare is pleased to announce the acquisition of BioSalma AB ("BioSalma"), a well-established and fast-growing Swedish health supplements brand known for its high-quality, science-backed premium value for money products, retailing through a strong omni-channel set-up. This acquisition marks an important milestone in Vision Healthcare's strategy not only to expand its Nordic footprint but to further solidify and enhance its Nordic route-to-market with a robust omni-channel set-up.

Founded in Sweden, BioSalma has earned strong consumer trust across the Nordic region through its commitment to quality, transparency, and effective formulations. With a solid presence in online pharmacies, retail chains and brick-and-mortar pharmacies, and a dedicated consumer base, BioSalma has become a go-to brand for individuals and families seeking reliable, everyday quality health solutions.

"BioSalma's acquisition marks again another strategic step forward for us, not only by developing our portfolio further with a quality premium value brand in the Nordics but also by allowing us to further enhance our omni-channel route-to-market in one of the most consumer-health minded regions in Europe," said Yvan Vindevogel, Chairman of Vision Healthcare.

Through this acquisition, Vision Healthcare and BioSalma will unlock synergies in geographic expansion, channel development, new product innovation, and consumer engagement within the Nordic region and across broader European markets. The partnership is expected to accelerate BioSalma's growth while contributing to Vision Healthcare's ambition to further building a leading pan-European self-care platform.

"BioSalma joining Vision Healthcare is the ideal next step for further developing our brand and high-quality product offering on new channels throughout the Nordics " said Emil Olden and Johan Broander, founders and management team of BioSalma. "Joining Vision Healthcare will allow us to strengthen our

brand and further develop our mission of making accessible, trusted health solutions available to more people.”

### About Vision Healthcare

Vision Healthcare is a digital-first omni-channel platform dedicated to self-care and health-focused brands across Europe. With a strong foundation in consumer health, the company focuses on building innovative brands and delivering high-quality, science-backed products that support everyday wellbeing.

### About BioSalma

BioSalma is a Swedish health and wellness brand offering a wide portfolio of vitamins, minerals, and nutritional supplements developed with a focus on quality, purity, and scientific rigor. With a strong presence in online pharmacies and physical retail & pharma chains, BioSalma serves a broad and loyal customer base across the Nordic region.

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