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*** MEDIENMITTEILUNG * * MEDIA RELEASE * * COMMUNIQUE AUX MEDIAS ***

Dr. Wild & Co. AG implements strategic repositioning, focuses with the sale of its pharmaceuticals business on oral care in line with the global trend towards high-quality oral care and oral health products

- *Dr. Wild & Co. AG will focus exclusively on one of its core competencies: its domestically and internationally successful oral care business under the leading umbrella brands Tebodont®, Emoform®, Emofluor®, Depurdent® and Emofresh®.*
- *Dr. Wild & Co. AG has therefore sold its pharma business, i.e. inter alia its leading vitamin D product portfolio with the brands Vi-De 3 and Vitamin D3 Wild Öl, and the well-established brands Deaftol, Oxyplastin, Contra-Schmerz, Tonoglutal and Salvia Wild and the respective marketing authorizations, to Verfora AG, an affiliate of Galenica Group (SIX Swiss Exchange: GALE), at the end of May 2021.*
- *By focusing on its already strongly positioned oral care business for which all core products are manufactured at its own and modern factory in Muttenz, Switzerland, Dr. Wild & Co. AG will be able to leverage the growth potential in the oral care sector both in Switzerland and abroad.*

Muttenz, 1 June 2021 – Dr. Wild & Co. AG, the Swiss, family-run company with the business units Pharma (OTX/OTC) and Oral Care, herewith announces its decision to focus in the future exclusively on the growth sector oral care and to further expand its leading position in the pharmacy and dental channels in Switzerland and its lucrative international oral care business. The pharmaceuticals business (OTX/OTC), including the leading vitamin D product portfolio in Switzerland with the brands Vi-De 3 and Vitamin D3 Wild Öl and additional important products or brands like Oxyplastin, Deaftol, Contra-Schmerz, Tonoglutal and Salvia Wild (as well as the cosmetic product lines Yegi and Cliniderm) was sold at the end of May 2021 to Verfora AG, an affiliate of Galenica Group (SIX Swiss Exchange: GALE). Verfora AG and Dr. Wild & Co. AG have agreed neither to disclose nor to discuss the structure of the transaction and the purchase price.

„Oral care has always been and still is one of the absolute core competencies of our family-run company. Our founders believed in this sector already in the forties of the last century. Our fathers further developed and deepened the portfolio. After my cousin, Christoph L. Wild, and I took the helm in 2017, we realized quickly that the oral care sector shows highly attractive growth potential in Switzerland and abroad because high quality oral care is a global trend“, explains Marcel Wild, CEO of Dr. Wild & Co. AG. He adds that „with their various innovative formulations our products offer excellent oral care solutions for daily use, to address special needs and problems (e.g. sensitive teeth, gum problems), for growing cosmetic needs (i.e. cleaning, polishing and whitening of the teeth) as well for general oral care. In order to take advantage of this potential, Dr. Wild & Co. AG has first modernized its production capabilities by way of investments into new, predominantly robot-controlled machines. Dr. Wild & Co. AG now disposes of a high quality, uniquely deep portfolio of toothpastes, gels, mouthrinses – all produced at its own production facility in Switzerland – as well as additional auxiliary products (such as sprays, dental flosses and sticks) under the strong umbrella brands Tebodont®, Emoform®, Emofluor®, Depurdent® and Emofresh® and is therefore ready to implement this new growth strategy focused on oral care.

„The successful completion of the transaction with Verfora AG enables us not only to implement our focused oral care strategy, it is an absolute milestone in the history of our family-run company“, emphasizes Christoph L. Wild, Vice-Chairman of the Board of Directors, Deputy CEO and Head of Corporate Development of Dr. Wild & Co. AG, who was in charge of all aspects of the transaction at Dr. Wild & Co. AG. „At the same time this represents a deep change, because we give up the ownership of our pharmaceuticals and of strong brands which for many decades have played an important role in the daily healthcare and for the daily wellbeing of the people in Switzerland and Liechtenstein. Verfora AG, a long-established Swiss company, has a leading position in the Consumer-Healthcare-Market (CHC),



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stands for continuity and in our view disposes of an optimal platform for continuing the successful pharma business of Dr. Wild & Co. AG.“

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