



**Company announcement 36**  
**Allerød, 10 January 2014**

**Sale of 7,918,186 existing shares in Matas A/S by Svenska M Holding 1 AB**

Matas A/S ("Matas") has just been informed that Svenska M Holding 1 AB (ultimately owned by certain funds advised by affiliates and subsidiaries of CVC Capital Partners SICAV – FIS S.A. – a private equity firm), has sold 7,918,186 existing shares in Matas, equivalent to its entire shareholding, in an accelerated bookbuilt offering to institutional investors at a price of DKK 150 per share (the "Transaction"). Gross proceeds of the Transaction amount to DKK 1,188 million.

Carnegie Investment Bank, filial af Carnegie Investment Bank AB (publ), Sverige ("Carnegie"), Morgan Stanley & Co. International plc ("Morgan Stanley") and Nordea Markets (Division of Nordea Bank Danmark A/S) ("Nordea Markets") acted as Joint Bookrunners in the Transaction.

Matas will not receive any proceeds from the Transaction.

A copy of the press release from Carnegie, Morgan Stanley and Nordea Markets is attached.

Matas A/S

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**About Matas**

Matas is the largest health and beauty retailer in Denmark. Since its incorporation in 1949 as an association of independently owned stores, the company has developed a strong reputation for professional advice and customer service excellence that it has leveraged to establish one of the best-known retail chains in Denmark. Matas offers a distinctive one-stop retail concept which serves a broad range of health, beauty, household and personal care needs. The company has more than 2,400 employees and in the financial year 2012/13, revenue amounted to DKK 3,200 million.

*Matters discussed in this communication may constitute forward-looking statements. Forward-looking statements are statements (other than statements of historical fact) relating to future events and anticipated or planned financial and operational performance and can be identified by words such as "targets", "believes", "expects", "aims", "intends", "plans", "seeks", "will", "may", "might", "anticipates", "would", "could", "should", "continues", "estimate" or similar expressions. The forward-looking statements in this communication are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although Matas A/S believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond its control. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied in this communication by such forward-looking statements.*

*The information, opinions and forward-looking statements contained in this announcement speak only as at its date, and are subject to change without notice.*