



Company announcement 37

Allerød, 10 January 2014

Major shareholder announcement

We hereby announce that Matas A/S (the "Company") has been informed that the Company's major shareholder Svenska M Holding 1 AB today has sold a total of 7,918,186 shares in Matas A/S corresponding to 19.4% of the total share capital at a price of DKK 150 per share to certain institutional investors.

In connection with the above mentioned sale of shares, Matas A/S has today received the following notification pursuant to section 29 of the Danish Securities Trading Act:

Notification that Svenska M Holding 1 AB today has disposed of 7,918,186 shares in Matas A/S.

Following settlement Svenska M Holding 1 AB will no longer own Matas A/S shares.

Svenska M Holding 1 AB is a wholly owned subsidiary of Svenska M Holding AB which in turn is wholly owned by Mholdings S.à r.l. Mholdings S.à r.l. is owned by the funds CVC European Equity Partners IV (A) L.P., CVC European Equity Partners IV (B) L.P., CVC European Equity Partners IV (C) L.P., CVC European Equity Partners IV (D) L.P. and CVC European Equity Partners IV (E) L.P. CVC European Equity Partners IV (A) L.P. and CVC European Equity Partners IV (B) L.P. are managed by their general partner CVC European Equity IV (AB) Limited and CVC European Equity Partners IV (C) L.P., CVC European Equity Partners IV (D) L.P. and CVC European Equity Partners IV (E) L.P. are managed by their general partner CVC European Equity IV (CDE) Limited. CVC European Equity IV (AB) Limited and CVC European Equity IV (CDE) Limited are indirectly majority-owned subsidiaries of CVC Capital Partners SICAV-FIS S.A.

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.