
Communication

Explorer announces the disposal of BrandCare, the business running in Portugal and Spain famous brands such as Super Pop, Cristasol, Feno de Portugal, Xanpa and Mistolin, to Sodalís Group for an undisclosed amount. The deal has been closed today and as of tomorrow the Portuguese and Spanish organisations will start a gradual integration with the Sodalís organisation.

David Calem Ferreira, Partner at Explorer, stated: “The disposal of BrandCare to Sodalís is a great achievement for Explorer and for the management involved since the beginning of this success story in 2013. We are pleased to know that the business will now become part of Sodalís, a family business leader in the Personal & Home Care segments”.

Fabio Granata, founder and CEO at Sodalís, said “BrandCare is another important step in our strategic development. We now have subsidiaries in France, Spain, Portugal and Russia and we plan to expand further our geographic footprint. With Brand Care, we add to our portfolio a few iconic brands in Portugal and Spain and we have a strong management team becoming part of our Group”

Sodalís has been assisted by Vitale & Co (merchant bank), PwC (Audit) and Linklaters (Legal).

Explorer was assisted by GBS Finanzas (merchant bank) and CMS Rui Pena & Arnaut (Legal).

About Brand Care

BrandCare S.A. is an Iberian company performing in the Fast Moving Consumer Goods area that began its activity in December 2013, after closing the acquisition of several well-known brands from Colgate-Palmolive.

The acquired brands have a strong performance in the Iberian market, having in many cases leadership or vice leadership positions in Personal and Home Care Categories. In Portugal the best performers are Super Pop, Feno de Portugal and Javisol brands while in Spain, Cristasol, Xanpa and Tacto are the main brands.

In August 2015, Brandcare has given another step to increase its portfolio of products, by the acquisition of the brands Mistolin, Fascinante and Starlim, starting thus the entry of the company in the laundry market and the market leadership in degreasing products in Portugal.

About Explorer

Founded in 2003 and owned by its three founding partners Rodrigo Guimarães, Elizabeth Rothfield and Marco Lebre, Explorer is the independent management company of alternative assets with the greatest experience and track record in Portugal. Explorer manages and advises funds with assets of above 900 M€, divided into three Business Areas: Private Equity, Growth Capital and Tourism and Real Estate. Explorer's team is made up of more than 30 people, with complementary experience in investment banking, consulting, legal advice and industry. The investment track record of its team, its deep knowledge of Portuguese business fabric, its experience in contracting with public entities and its long-term relationships with banks, financial intermediaries and lawyers, give Explorer a unique competitive advantage in the management of alternative assets in Portugal.

About Sodalis Group

Sodalis Group is a leading Italian player operating in the Personal, Beauty and Home Care market.

The Group, which has been manufacturing and marketing its branded products for more than 25 years, experienced an extraordinarily dynamic history of organic growth and constant acquisitions and expanded thanks to its ability to integrate and substantially develop new businesses.

Today Sodalis' portfolio includes highly attractive and widely recognized owned brands – such as Tesori d'Oriente, Vidal, Lycia, Biopoint, L'Arbre Vert, Wash&Go, Leocrema, Fresh & Clean, Strep, Denim, Mantovani, Depilzero and Noxzema – holding leading positions in their core markets and continuously expanding globally.