



Rapid Nutrition to Acquire Notable Wellness Business to achieve its diversification growth strategy

London, United Kingdom 23 Nov. 2022 - [Rapid Nutrition PLC](#) (Euronext Growth: [ALRPD](#)), has entered into discussions to acquire a successful beauty business, recognised across the globe for its innovative and sustainable products supported by significant customer base. A natural wellness company focused on organic wholefood-based nutrition and science-based herbal products with growing worldwide distribution, Rapid Nutrition continues to accelerate its global diversification growth strategy with a focus on acquiring well-established direct-to-consumer businesses.

The acquisition, anticipated for before year-end and subject to meeting certain terms and conditions, will complement Rapid Nutrition's current customer base while providing accelerated market entry into a new source of growth and revenue. The beauty business operates a significant subscription-based model centered on beauty and wellness.

Simon St. Ledger, Group CEO of Rapid Nutrition PLC said:

“Our highly experienced management team continues to grow and will further advance this strong segment as we continue to drive growth, innovation and value for our shareholders and key stakeholders”. “We believe this acquisition offers excellent synergies with our current wellness business, not to mention tremendous potential for successful growth in the years to come.”

Earlier this year, Rapid Nutrition acquired the influencer brand, The Plant-Based Bundle as part of its corporate growth strategy. The company also signed new distribution agreements in Asia and the Middle East as well as announced its new partnership with manufacturer Tismor to produce the groups unique Azurene herbal formula. Final testing is currently being conducted before eventual launch now anticipated for early next year.

About Rapid Nutrition

Dedicated to the development and distribution of premium, science-based health and wellness brands across the globe, Rapid Nutrition shares a wealth of award-winning products with consumers who are passionate about innovations that are

“made by nature, refined by science.” Rapid Nutrition’s first-class scientific team matches the experience of its management team to keep both the company and consumers on top of the latest industry trends and developments, while aligning with industry leaders worldwide to deliver effective supplements and solutions. Rapid Nutrition aims to be the supplier of choice globally by offering premium brands with the highest-quality ingredients to deliver maximum results.

For more information, please visit <http://rnplc.com>

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Disclaimer

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