

Nutrinovate AB acquires A to K AB

On 1 October 2020, **Nutrinovate AB** acquired all shares in **A to K AB**.

The transaction is expected to make a positive contribution to Nutrinovate's market position and is expected to create an expanded platform for the company's continued growth.

A to K is a Swedish consumer health care company based in Stockholm, which was founded in 2016 with the vision to simplify the intake of vitamins and minerals. The brand *A to K* stands for vitamins from A to K and the series consists of smart functional vitamin sprays that are taken by mouth. *A to K* products are composed according to your needs and which simplifies your intake of vitamins and minerals. The products are developed without compromise in close collaboration with researchers and nutritionists and manufactured within the EU according to the rules of the highest food standard. The products are sold in Swedish pharmacies, Amazon UK and other selected retailers. More information about *A to K* is available at www.atok.se.



“**A to K** is a modern and innovative company in a category we call FMHP, fast moving health products. The company has in recent years built a business in Sweden and has a growing presence, especially on Amazon's platform in the UK. **A to K** complements **Nutrinovate** well, both in terms of geographical presence, sales channels, and product range. We look forward to continuing this journey with **A to K's** existing range and with a number of new launches under the brand”, comments Magnus Nilsson Vall, CEO of **Nutrinovate**.

Claes Persson, CEO of **A to K**, continues to comment: “**A to K** has become an established consumer health care company in Sweden and we are proud of what we have achieved since start. We see **Nutrinovate** as a very suitable owner of the company and there are significant synergies between the companies' current portfolio and market position”.

For further information, please contact:

Magnus Nilsson Vall, CEO **Nutrinovate**, +46 735 18 60 67, mnv@nutrinovate.se

Nutrinovate AB is a Swedish company that develops, produces, and sells health and beauty products. The focus is on innovation and making the latest research available to a wider mass. By combining unconventional thinking, progressive working methods and our combined competence, which consists of several decades in research and the traditional pharmaceutical industry, we solve problems with the consumer in focus. More information is available at www.nutrinovate.com