



Media release

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P&G acquires VÖOST, Australia's leading effervescent supplements brand

Sydney, April 12 2021 - The Procter & Gamble Company (NYSE:PG) announced today the approval and closing of its acquisition of VÖOST Vitamins, Australia's leading effervescent supplements brand. The addition of VÖOST Vitamins innovative range of consumer-preferred brands will enable P&G to strengthen its personal healthcare footprint in Australia, expanding the company's consumer healthcare offerings, to now include a broader range of vitamins, minerals and supplements.

"This move enables us to expand our portfolio in Australia, beyond Vicks and Metamucil, by adding a broad range of consumer-preferred vitamins, minerals, and supplements (VMS) that will complement our current offerings. VMS is one of the largest and fastest-growing categories in the over-the-counter health care industry and remains an important segment for P&G. We are pleased to continue investing in our business and advancing our VMS offerings by adding another superior brand to our strong health care portfolio", said **Paul Gama, President, P&G Personal Health Care**.



"VÖOST Vitamins brings to P&G an innovative range of consumer-preferred vitamins, minerals and supplements brands in the effervescent form that have high affinity amongst millennials, driven by disruptive packaging and sought-after attributes such as great taste, sugar-free and preservative free, and many vegan formulations. It will be our endeavour to accelerate VÖOST's strong growth momentum in Australia, through leveraging P&G's brand building expertise and Go-To-Market capabilities that enable us to better serve our consumers", said **Kumar Venkatasubramanian, Senior Vice President, P&G Australia and New Zealand**.

Headquartered in Melbourne, VÖOST Vitamins has a strong presence in Australia in leading grocery and pharmacy retailers and an international presence via distributors in Singapore, UK, and Hong Kong.

"We launched VÖOST in 2013 with a mission to disrupt the effervescent category and provide millennial consumers with the highest quality effervescent vitamins and minerals which are affordable yet don't compromise on quality or taste. With a focus on premium ingredients, great taste and a beautiful contemporary design, we have developed one of the largest selections of effervescent formulations in the world and are now the leading effervescent supplement brand in Australia with a strong customer base across both domestic and international markets. I am incredibly proud of what my dedicated team has been able to achieve over the past seven years and I have no doubt that the strength and global leadership of P&G will elevate the brand to a new level and enable VÖOST to reach further markets and experience strong, sustained growth in the years to come," said **Thomas Siebel, VÖOST Vitamins Co-founder and Managing Director**.

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About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands.