



Press Release

## **Douglas welcomes approval of the acquisition of parfumdreams**

Düsseldorf, 25 July 2018. The German Federal Cartel Office today unconditionally approved the acquisition of a majority stake in Parfümerie Akzente with its online shop parfumdreams by Douglas.

Tina Müller, CEO of Douglas, said: "The decision of the German Federal Cartel Office is good news for Douglas. We are pleased that the acquisition of parfumdreams was approved so quickly and without conditions. This gives us the go-ahead for the transaction, which we expect to close this summer. The acquisition of parfumdreams will strengthen our e-commerce business in the long term. This is an important milestone in the implementation of our future strategy #FORWARDBEAUTY."

### **About Douglas:**

Douglas is one of the leading retailers in the European beauty industry with about 2,500 perfumeries and fast-growing online shops in 19 European countries. In the financial year 2016/17, the company generated sales of 2.8 billion Euros. Every day, around 20,000 dedicated beauty advisors strive to make their customers more beautiful and thus happier. Douglas has a portfolio of some 35,000 high-quality products in the areas of perfumery, decorative cosmetics and skincare. Providing excellent advice and a range of unique services, Douglas is one of the leading companies in the beauty market – both online and in stores.

### **Media Contact:**

Dr. Julia Sosnizka  
International Communications Manager  
Phone: +49 211 16847-585  
E-mail: [j.sosnizka@douglas.de](mailto:j.sosnizka@douglas.de)