



Fourlis Group accelerates the growth of Holland & Barrett in Greece through a strategic investment in the pharmacy sector

Athens, Greece – March 31, 2026 – FOURLIS HOLDINGS S.A. (Bloomberg: FOYRK:GA - Reuters: FRLr.AT - ISIN: GRS096003009) announces that on March 31, 2026, it entered into a Memorandum of Understanding with Golden Age Capital A.E.D.A.K.E.S., the majority shareholder of DrP Group IKE (“DrP Group”), regarding the formation of a strategic partnership to accelerate the next phase of growth of Holland & Barrett in Greece.

The partnership aims to accelerate the development of the brand through the pharmacy channel, leveraging the growing pharmacy network of DrP Group, as well as the complementary expertise and operational capabilities of both parties, thereby significantly enhancing the brand’s reach and accessibility. The brand’s existing footprint will be strengthened through flexible in-pharmacy retail formats, including shop-in-shop concepts and dedicated merchandising spaces.

Under the contemplated transaction, and subject to customary closing conditions, Fourlis Group will contribute 100% of the shares of Wellness Market S.A., the company representing the Holland & Barrett brand in Greece, to DrP Group, and will acquire a 15% equity stake in DrP Group, with the remaining 85% held by the existing shareholders.

Fourlis Group will also obtain representation on the Board of Directors of DrP Group, while its participation will be supported by customary minority shareholder protections.

The transaction is expected to be completed within the first half of 2026.

Wellness Market S.A. currently operates a network of 10 stores, as well as an ecommerce platform, offering a broad range of vitamins, supplements and natural health products that support consumers’ everyday wellbeing and preventive health. The brand has been gradually building its presence in the Greek market, reflecting the increasing consumer focus on health, prevention and wellbeing.

This partnership underlines Fourlis Group continued confidence in the long-term growth potential of the Health & Wellness market and aligns with the Group’s strategy to expand the brand through scalable distribution partnerships. At the same time, it enables Fourlis Group to remain strategically involved in the category through a minority participation, while supporting the next phase of development of the Holland & Barrett brand through the pharmacy channel.

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Fourlis

Commenting on the agreement, John Vasilakos, CEO of Fourlis Group stated: *“This partnership reflects our strong belief in the long-term growth prospects of the health and wellness market. By combining Fourlis Group retail expertise with the sector knowledge and pharmacy network of DrP Group, we aim to accelerate the development of the Holland & Barrett brand in Greece. At the same time, our participation allows us to remain strategically involved and benefit from the brand’s future growth.”*

Periklis Mazarakis, Managing Partner of Golden Age Capital, commented: *“The integration of the Holland & Barrett brand into the innovative health and wellness platform we are creating strengthens our vision for operating a modern pharmacy model that combines scientific expertise with innovation. We are very pleased with the participation of Fourlis Group in this initiative, which aims to offer an upgraded level of care and service with an emphasis on health and personal wellbeing.”*

About Fourlis Group

With a history of 75 years, Fourlis Group has a strong presence in the retail sector in Greece and Southeast Europe. With operations in Greece, Romania, Bulgaria, and Cyprus, it has developed a robust and diversified business ecosystem, developing leading international brands and consistently investing in sectors with significant growth potential. The Group operates in Home Furnishings through IKEA, in Sporting Goods through INTERSPORT and Foot Locker, and in Health and Wellness through Holland & Barrett. At the same time, it further strengthens its overall presence through logistics services via its subsidiary Trade Logistics, while also maintaining a participation in TRADE ESTATES REIC, a real estate investment company. Fourlis Group continues to evolve steadily, leveraging its experience, entrepreneurial foundation, and deep understanding of modern consumer needs, creating value for customers, partners, and the society.

About Golden Age Capital

Golden Age Capital is a new Private Equity Fund with capital exceeding €200 million euros, focused on executing investments in dynamic Greek companies with strong growth prospects, both in Greece and internationally. It invests through majority stakes and plays an active role in the development of its portfolio companies, leveraging an experienced team with extensive expertise in both Private Equity and executive roles in multinational companies in the U.S. and Europe. For more information, please visit: www.goldenagecap.com

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