

## Press release

Son, The Netherlands, 1 February 2021

### Van Loon Group intends ProMessa Deventer takeover from Coop

Van Loon Group intends to takeover Coop Productiebedrijven shares, trading under the company name ProMessa, from Coop Supermarkten. ProMessa is a successful, innovative central butchery, producing pre-packaged meat products for various supermarket chains in the Netherlands. ProMessa has experienced solid growth in recent years and, as part of a specialised company such as Van Loon Group, will be able to continue to develop to its full potential in this market. At the same time, the intended sale creates more room for Coop to make further investments in the retail chain.

Fred Bosch, managing director Coop Supermarkten: "We are proud of how ProMessa has developed as part of Coop since 2009. This is a real compliment to everyone involved. It is thanks to their dedication and innovative strength that ProMessa has managed to develop into a successful, modern butchery. This has resulted in serious interest from a specialist organisation. We believe Van Loon Group is a good party to transfer ProMessa to."

Harold Rouweler, managing director ProMessa: "We see Van Loon Group as a good party to move our business forward. The family company has made several successful acquisitions in the past and has the vision to become the most sustainable and customer-oriented producer of meat products, meat substitutes and meals in the Netherlands. This fits perfectly with the ProMessa philosophy. We are looking forward to working together and have every confidence in the further growth of ProMessa as part of Van Loon Group."

Erik van Loon, Chief Executive Officer Van Loon Group: "The acquisition of ProMessa fits with Van Loon Group's growth strategy to further strengthen our position in the Dutch retail market. We believe that, under our management, ProMessa will be able to further develop the growth it has already achieved and will benefit from synergy advantages. By acquiring this great, successful company, we can further expand our innovative chain concepts and so contribute to making the chain more sustainable."

The intended transition is still subject to approval by the Consumer and Market Authority (CMA) and advice from the Van Loon Group and Bonfait works councils. The acquisition will have no negative impact on employment at ProMessa.

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#### **Note for the editorial team**

For more information about this press release, please contact Lindsay Kemps, Communications Manager Van Loon Group by sending an email to [lkemps@vanloongroup.com](mailto:lkemps@vanloongroup.com) or by phoning +31(0)6-36 38 33 62.



### **About Van Loon Group**

Van Loon Group has been an enterprising family business for 50 years and has grown into a national group of dynamic companies, with 2,500 dedicated employees making a difference every day. We want to be the most sustainable, customer-oriented and, therefore, the best producer of meat products and meat substitutes. This requires even better cooperation in the chain. Producing more efficiently and more sustainably. Continuous innovation in concepts and products. The Van Loon Group credo: Better every day.

**[www.vanloongroup.com](http://www.vanloongroup.com)**

### **About ProMessa**

With 50 years's experience, ProMessa has considerable expertise in meat processing. The successful, modern butchery is innovative and is continuously investing in new products, production lines and packaging possibilities. The production organisation has an artisanal, quality-driven production process, combined with an ultramodern automated logistics system. This enables the organisation to supply a complete, extensive and distinctive product assortment, freshly delivered with maximum service performance to approximately 1,500 individual supermarkets.

**[www.pro-messa.nl](http://www.pro-messa.nl)**