

Press Release

ADA Cosmetics International Acquires RDI Malaysia

- **Expansion of Southeast Asian activities**
- **Strengthening of international presence**

Kehl, September 15, 2017 – ADA Cosmetics International (ADA) continues its focused, growth-oriented expansion by acquiring the Malaysian company RDI Malaysia, effective immediately. This strategic investment strengthens ADA’s position in the Asia Pacific region.

Since its founding in 1979 ADA has become the European market leader in the field of guest amenities and is also one of the top international suppliers. The company is growing in its own right and also by acquiring suitable companies with additional competencies or which provide access to new market segments. Since the management buyout in 2006, the ADA Group is financed predominantly by private equity investors. The company’s organic growth in the past three years was supported by specific acquisitions in cooperation with majority shareholder ARDIAN. “In 2015, the acquisitions of the Danish company Scandinavian Amenities and British Pacific Direct were strategic milestones,” says Wilhelm B. Könning, CEO at ADA. “The acquisition of RDI Malaysia continues this course of growth while the expansion of our corporate activities in the southeastern market strengthens our international presence. For ADA, this investment is a significant step in the ongoing development of this growth-oriented region. The acquisition permits us to offer our local clients true added value; local production and warehousing enables them to profit from first-class quality and short delivery times.” RDI Malaysia specializes in the production and bottling of top quality body care products and soaps. The service portfolio also includes the manufacture of product packaging such as bottles and bottle caps. The company’s headquarters are located in Kuala Lumpur, where it employs 110 people; the primary sales markets are Asia and North America.

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About ADA Cosmetics International

ADA Cosmetics International develops, produces and distributes high quality hotel cosmetics and innovative dispenser systems for international 3-star to 5-star hotels. The company, with its corporate headquarters in Kehl, Germany, has a presence in over 50 countries in Europe, the Middle East, Asia and the United States. A strong product portfolio with trending lifestyle concepts, exclusive luxury and designer brands as well as sophisticated dispenser systems and more than 600 employees worldwide all contribute to the company's ranking among the leading suppliers in this field.

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