

## Merodis advises sale of Redpharma to Groupe Rossel

25 September, 2017, Brussels - Belgium

Groupe Rossel acquires a 77% stake in Redpharma, a Belgian pharma marketing company

Merodis, an independent corporate finance advisory firm, is pleased to announce that it successfully advised Redpharma and its shareholders on the sale to Belgian media group Groupe Rossel. With this acquisition, Groupe Rossel strengthens its presence in the pharmaceutical industry in Belgium while providing strong industrial support to accelerate the growth of Redpharma. In order to continue the successful development of Redpharma, the founders have reinvested in the company to keep a 23% stake.

Founded in 2011, Redpharma ([www.redpharma.com](http://www.redpharma.com)) offers pharmacists and pharmaceutical laboratories marketing tools designed to facilitate communication to the patients. Thanks to a privileged access to



more than 1,500 pharmacies in Belgium, the company has become a leading expert in marketing and communication at the point of sale. Over the past few months, Redpharma has embarked on a new challenge: focusing its activities on the analysis of the big data generated from the pharmaceutical market.

Groupe Rossel ([www.rossel.be](http://www.rossel.be)) is the leading press group in the French-speaking part of Belgium. Comprising more than 100 companies, it is a diversified family-owned group mainly present in Belgium and the North of France.

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## About Merodis

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