



Press Release

12 March 2008

Vorwerk Ventures invests in Ringana

Wuppertal, 12 March 2008 --- Vorwerk Direct Selling Ventures, the corporate venture capital entity of the Vorwerk Group, is funding the growth path of the Austrian direct-selling company Ringana. Ringana develops, produces and distributes nutritional supplements and fresh organic cosmetics made from natural plant ingredients, and has already worked its way into a leading market position in Austria and Germany. In 2007, Ringana posted revenue in excess of €5 million and a growth rate of more than 40%. With the injection of capital, the company plans to strengthen its market position even further. The parties have agreed to keep the details of the investment confidential.

"We are very much looking forward to this new partnership. For more than a year now, we have been actively following the development of Ringana. By doubling its growth rate while sticking closely to its budget, the company has confirmed its quality and convinced us to get involved", say Norbert Muschong and Dirk Meurer, managing directors of Vorwerk Ventures. "Their excellent management, exceptional products and highly motivated distribution partners represent a sound base for the continued growth of the company."

"Even during negotiations, Vorwerk Ventures proved to be a very supportive partner, always happy to offer advice and valuable input", notes Andreas Wilfinger, founder and CEO of Ringana. "We are delighted to have won Vorwerk Ventures as a partner who will not only help fund our future growth but also support us with expertise and its networks."

Ringana, a young, rapidly expanding company, is ideally positioned with its products in the fast-growing market for nutritional supplements and the almost equally fast-growing segment of natural cosmetics. Ringana represents a new, groundbreaking form of nutritional supplements and fresh, organic cosmetics with a focus on natural, subtle beauty, sustainability, ethics and natural purity – coupled with a hint of luxury. The purely plant-based products are characterised by a high concentration of active ingredients and freshness that comes from being supplied to users immediately after production. This explains why they contain no artificial fragrances or colours, mineral oils, synthetic materials or preservatives.

The multichannel distribution strategy of Ringana combines direct selling with distance selling, direct marketing and e-commerce elements.

Vorwerk Ventures was advised by Esch & Kramer RAe, Wuppertal.

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About Ringana GmbH

Ringana is an Austrian producer and distributor of natural nutritional supplements and fresh, organic cosmetics. Ringana is considered to be the visionary market leader in its category in the German-speaking countries. Healthy beauty inside and out, naturalness, sustainability and ethics are its key messages. Its products stand out thanks to a high concentration of active ingredients, natural purity and freshness. A conscious decision has been made to avoid all artificial substances.

Ringana pursues an innovative distribution strategy, which is an intelligent mix of direct selling, plus elements of distance selling, e-commerce and direct marketing. With its groundbreaking products, Ringana is ideally positioned in a fast-growing market and will continue to strengthen its leading market position in Austria and Germany over the next years.

For more information please visit: www.ringana.com

About Vorwerk Direct Selling Ventures GmbH

Vorwerk Direct Selling Ventures is an independent investment entity within the Vorwerk Group, investing venture capital in young, innovative direct-selling companies.

Vorwerk Ventures has a unique investment approach, focusing on rapidly growing companies that sell their products and services directly to their customers, either through person-to-person direct sales or via channels such as the Internet, catalogue sales or home shopping. Vorwerk Ventures uses minority investments to back entrepreneurs who are looking for a strong financing partner with an understanding of the specific challenges posed by direct sales, while at the same time remaining at the helm of their company.

In addition to providing a sound financial base, Vorwerk Ventures creates added value for investee companies by offering them access to the extensive experience and the international networks of the Vorwerk Group. The corporate venture capital company was founded in 2007 and is headquartered in Wuppertal, Germany.

For more information please visit: www.vorwerk-ventures.com