



**A.S. Watson (Health & Beauty
Continental Europe) BV**
A member of the A.S. Watson Group

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PRESS RELEASE

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Kruidvat Reaffirms its Distinctiveness with the Launch of its New Logo

Modern, contemporary, refreshing and totally in line with the core values that Kruidvat wants to portray. Today the Netherlands' largest chain of chemist shops has reaffirmed its distinctiveness with the official launch of its new logo. Through the introduction of a recognisable and eye-catching trade mark, Kruidvat wishes to distinguish itself even more strongly in the Dutch Health & Beauty market. Furthermore, the new logo is totally in line with Kruidvat's updated retail formula.

Through the launch of the new logo, Kruidvat is able to officially present itself in a recognisable manner. Unlike the old logo, which was developed in 1980 and since then has only undergone a few small modifications, this time not only the whole brand name has been opted for in the logo, but also a trade mark that can be used separately. The 'K' for Kruidvat is incorporated in a subtle and creative manner in the new logo. "We have succeeded in creating a recognisable and contemporary symbol to be used in all of our communication that also fits in perfectly with our updated retail formula. In this new concept, as was the case previously, customers can go to Kruidvat for a surprising and competitive range, but in a fully updated and modernised retail environment. Perception, appearance and accessibility are the main considerations here. Those starting points have been translated into this new trade mark, of which we are, of course, particularly proud", said Gerard van Breen, General Director of Kruidvat.

Today, in the presence of the entire Kruidvat management board, Kruidvat's new logo was festively unveiled by actress and the SBS TV station presenter Ellemieke Vermolen, at the Kruidvat shop in the "De Kwinkelier" shopping centre in Bilthoven.



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About Kruidvat

With 940 shops and more than 12,000 staff, Kruidvat is the market leader in the Health & Beauty market in the Netherlands and Belgium. Kruidvat gives substance to its motto 'Constantly surprising, always a good deal' by offering a wide choice from an affordable, varied and high-quality range of Health & Beauty products, along with an extensive and surprising range of products not typical to that particular sector. Every week, more than three million customers visit the Kruidvat shops. Kruidvat is a member of the A.S. Watson Group, the world's largest Health & Beauty retailer. Apart from Kruidvat, in the Netherlands Trekpleister and Prijzmepper Outlet also belong to A.S. Watson Health & Beauty Benelux.

Note to the editors

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