

press release



New owner for Claudia Sträter Maxeda and 2Deal Ventures reach agreement

Amsterdam, 18 March 2009. Maxeda Nederland B.V. ('Maxeda') and 2Deal Ventures B.V. ('2Deal Ventures') announce that they have reached an agreement today which may lead to the acquisition of Claudia Sträter by 2Deal Ventures. The intended acquisition is subject to a request for advice submitted to the Works Councils.

Claudia Sträter is a stand alone and relatively small company within the Maxeda group, both commercially and organisationally. 2Deal Ventures is an investment and consultancy company with a focus on small- and medium sized companies with significant potential. 2Deal Ventures has over 20 years of extensive international expertise with small- and medium sized companies in a wide variety of industries, including retail. It is successfully involved in Jamin, the retailer of sweets with over 140 stores in the Netherlands.

Tony DeNunzio, Executive Chairman Maxeda: "Claudia Sträter has seen challenging years, but has been well on its way to recovery since 2007. The current economic situation however, requires a maximum focus on its full recovery. With 2Deal Ventures Claudia Sträter has found a partner which is better suited to deliver full dedication. 2Deal Ventures has a strong track record in this respect. This will also allow Maxeda to focus its management and resources on the formats which remain within Maxeda".

Marco Dekker, partner at 2Deal Ventures: "2Deal Ventures is delighted to support Claudia Sträter into a new phase of development. Claudia Sträter is a strong brand, has strong people and has strong plans for the future. We are committed to support Claudia Sträter in further realising its full potential for the long term. The acquisition of Claudia Sträter emphasises our successful strategy to only invest in companies of which we are convinced that we can make a considerable and measurable impact."

Phil Auld, CEO a.i. Claudia Sträter: "We are very pleased with 2Deal Ventures, a partner which is fully committed to the successful development of Claudia Sträter. With the full dedication, knowledge and expertise of 2Deal ventures, combined with the strong Claudia Sträter brand and dedicated people, we feel confident in Claudia Sträter's future."

The intended acquisition is expected to be finalised in May.

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