



Contact: Maximilian Karpf – Kekst CNC  
[Maximilian.Karpf@kekstcnc.com](mailto:Maximilian.Karpf@kekstcnc.com)

## MARS COMPLETES MAJORITY STAKE ACQUISITION IN FOODSPRING

foodspring to remain standalone business within Mars Edge, led by founders Philipp Schrempp and Tobias Schüle

McLean, Virginia / Berlin, September 3, 2019 – Mars, Incorporated today announced the successful completion of the acquisition of a significant majority stake in foodspring.

On June 27, 2019, Mars announced that it had signed a definitive agreement to acquire a significant majority stake in foodspring, the direct-to-consumer targeted nutrition company based in Berlin which offers products for consumers with needs around sports performance, healthy living and shape, as well as a leading nutrition and fitness platform.

With closing now complete, foodspring has officially joined and become a standalone business within Mars Edge, a segment of Mars, Incorporated that is dedicated to human health and wellness through targeted nutrition. foodspring will continue to be led by its founders Philipp Schrempp and Tobias Schüle and will operate out of its headquarters in Berlin, Germany.

“I want to welcome the foodspring team to the Mars Edge family and look forward to joining forces to build a global targeted nutrition business and pioneer personalized nutrition,” said Mars Edge President, Jean-Christophe Flatin.

BDT & Company LLC acted as financial advisor and Freshfields Bruckhaus Deringer acted as legal counsel to Mars Edge. foodspring was advised by Houlihan Lokey as financial advisor and Lacore as legal counsel.

### **About Mars Edge**

Mars Edge is a new segment of Mars, Incorporated dedicated to human health and wellness through targeted nutrition. It is set up to use the latest science, data and technology to create easy, enjoyable and tailored nutrition solutions. It offers evidence-based products for wider groups of people with shared nutritional and health needs (delivered by brands such as COCOAVIA® and GOMO™), and is creating a business in personalized nutrition. In doing so Mars Edge is partnering with start-up companies, academia and philanthropic organizations to bring ideas to life. Mars Edge’s purpose is to contribute to better lives through nutrition.

### **About foodspring**

foodspring is one of Europe’s leading and fastest growing premium brands in the functional food category. Being a pioneer in making targeted nutrition accessible to everyone, foodspring provides nutrition solutions that are key to a fitter, happier and more productive life: strengthening the body, sharpening one’s mind and balancing the soul. High-quality ingredients, great taste and convenience go hand in hand with foodspring’s customer-focused always-there-to-support philosophy. The foodspring portfolio covers protein, snacks & bars, supplements, smart cooking, muesli & porridge as well as a range of beverages and is accompanied by their online content platform that includes fitness and nutrition plans as well as recipes for a healthy lifestyle. The Berlin-based company was founded by Tobias Schüle and Philipp Schrempp with their financial co-founding partner ECONA AG in 2013 and employs an international team of 130 Associates. Today foodspring is active in six core countries and available in another eight.