



PRESS RELEASE
Regulated Information

Ontex completes acquisition of the personal hygiene business of Hypermarcas

- **Adds leading positions in a growing market**
- **Boosts revenue from Ontex brands above 50%**

Aalst–Erembodegem (Belgium), March 7, 2017 – Ontex Group NV (Euronext Brussels: ONTEX), a leading worldwide producer of personal hygiene products, has completed the acquisition of the personal hygiene business of Hypermarcas S.A. (hereafter “HM personal hygiene”). The agreement for the acquisition was previously announced on December 23, 2016 and the required conditions have now been fulfilled.

Following the successful integration of Grupo Mabe in 2016, the addition of HM personal hygiene supports the Ontex strategy by extending our growth platform in the Americas to Brazil, increasing revenue from Ontex-owned brands and accessing a fast growing market.

HM personal hygiene is the market leader in the adult incontinence category, and holds a solid number 3 position in baby care in Brazil, the 4th largest hygiene market in the world. Pro-forma unaudited revenue for the financial year 2016 amounted to R\$1.2 billion in compliance with Brazilian GAAP. Going forward, more than 50% of Ontex Group revenue will come from outside Western Europe, and more than 50% of Group revenue will come from Ontex-owned brands¹. These two key milestones confirm that significant progress continues to be made in transforming Ontex into a leading international consumer company.

¹ Based on pro-forma revenue of Ontex Group and Hypermarcas' personal hygiene business for the period January to September 2016 (Hypermarcas revenue is according to Brazilian GAAP)

HM personal hygiene has a portfolio of strong local brands covering all segments of the adult incontinence and baby care categories:

Adult Incontinence

- BigFral – the market reference in adult incontinence
- AdultMax – entry proposition to the category

Baby care

- PomPom – a premium offering with nearly 50 years of heritage
- Cremer – a strong offering in the intermediate segment
- Sapeka – a regional leader in the value segment

Charles Bouaziz CEO: "I am pleased that we have completed this attractive deal, and can now start welcoming our colleagues at HM personal hygiene to Ontex as part of our Americas Retail Division. The business has achieved strong results with customers and consumers in Brazil over the past years, and we look forward to working with them to further develop the brand portfolio and delivering on operational synergies."

Consideration

The enterprise value agreed for the HM personal hygiene business was R\$1 billion (€305 million²), which has been paid from available cash, and from available and new debt facilities, after customary adjustments for net debt.

HM personal hygiene will be consolidated into the results of Ontex with effect from March 1, 2017.

INVESTOR ENQUIRIES

Philip Ludwig
+32 53 333 730
philip.ludwig@ontexglobal.com

PRESS ENQUIRIES

Gaëlle Vilatte
+32 53 333 708
gaelle.vilatte@ontexglobal.com

² Ontex's payment obligations are denominated in Brazilian Reals. All € amounts in this press release are computed at EUR/BRL rate of 3.2761

About Ontex

Ontex is a leading producer of personal hygiene products, ranging from baby diapers to products for feminine hygiene and adult incontinence. Ontex's products are distributed in more than 110 countries through Ontex brands as well as leading retailer brands.

The group employs over 8,000 staff and has a presence in 25 countries. Ontex is listed on NYSE Euronext Brussels and is part of the Bel20 and STOXX® Europe 600.

DISCLAIMER

This press release includes forward-looking statements. Forward-looking statements are statements regarding or based upon our management's current intentions, beliefs or expectations relating to, among other things, Ontex's and the HM personal hygiene business future results of operations, financial condition, liquidity, prospects, growth, strategies or developments in the industry in which we operate. By their nature, forward-looking statements are subject to risks, uncertainties and assumptions that could cause actual results or future events to differ materially from those expressed or implied thereby. These risks, uncertainties and assumptions could adversely affect the outcome and financial effects of the plans and events described herein.

Forward-looking statements contained in this press release regarding trends or current activities should not be taken as a report that such trends or activities will continue in the future. We undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. You should not place undue reliance on any such forward-looking statements, which speak only as of the date of this press release.

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