

Press Release

NOBILIS GROUP acquires majority stake in TMC Nordic – developing into one of the leading distribution and service hubs for prestige and luxury brands

Wiesbaden - November 14th, 2024 – NOBILIS GROUP, the leading, independent and owner-managed beauty distributor and service partner in the DACH region, acquires a majority stake of 65% in TMC Nordic as part of the announced expansion strategy. The acquisition is subject to the approval of the cartel authorities. TMC Nordic, an established and renowned distributor of international beauty brands, was co-founded by Heidi Behrens and has been operating successfully in Denmark, Norway, Finland and Sweden for more than 20 years. Heidi Behrens will continue to hold 35% of the shares in TMC Nordic. In the future, she will also provide valuable impulses for the entire group.

“This acquisition is an important milestone for the NOBILIS GROUP. It strengthens our position as one of the leading distribution and service hubs in the beauty segment and enables us to offer our brand partners strong concepts and long-term solutions,” says Udo Heuser, CEO | Managing Partner of the NOBILIS GROUP.

Heidi Behrens continues to lead TMC Nordic as CEO and Managing Partner

Heidi Behrens will continue to lead the operational business of TMC Nordic from Copenhagen as CEO with her experienced management team. There are no plans for any centralization or operational consolidation of the sites.

The acquisition will be carried out in the spirit of an equal partnership – a cooperation based on mutual trust and the common goal of long-term growth, despite the majority situation. Moving forward a board with equal representation will be set up to equally represent the common interests of both shareholders – NOBILIS GROUP and Heidi Behrens.

The company will receive strategic support from the NOBILIS GROUP and its co-shareholder Gebr. Heinemann / Hamburg, who jointly plan to expand TMC's position as a leading partner for niche and luxury brands in all Nordic markets and drive the sustainable development of the organization.

Shared values and reputation: NOBILIS GROUP and TMC Nordic as ideal partners in the European distribution network

Together with TMC Nordic, the NOBILIS GROUP aims to further develop its go-to-market strategy for luxury and niche brands and to become the go-to partner for building prestige and luxury brands in The Nordics.

"We believe that our brand partners need a strong sales and service organization to be successful. Reliability, predictability, long-term solutions and strategic added value are key requirements. NOBILIS GROUP and TMC Nordic not only share these values, but also enjoy the same high reputation in working with their brand partners. This common ground makes our two companies an ideal match," says Udo Heuser, CEO | Managing Partner of the NOBILIS GROUP.

"TMC Nordic have become a preferred partner to Brands and retailers aiming to build a strong footprint in the Nordics. Adding value for our business partners and employees secures relevance and purpose. With a more strategic approach we have established new ways to service our stakeholders with growth results that extend beyond the market average. To secure continued growth, partnering with NOBILIS GROUP and Gebr. Heinemann will enhance our capabilities and strengthen our position in the Nordics further. I am very excited for this new venture and look forward to a prosperous and meaningful future together", expands Heidi Behrens, CEO TMC Nordic

The NOBILIS GROUP envisions achieving a significant turnover growth in the coming years and creating a strong European platform in the beauty segment.

About NOBILIS GROUP:

The NOBILIS GROUP, the leading, independent and owner-managed beauty distributor in the DACH region, has stood for quality, innovation and sustainable value creation in the beauty industry for over 30 years. The company's core competence lies in the development of strategic partnerships, customized solutions, outstanding industry expertise and excellent relationship management. The corporate culture of the NOBILIS GROUP is characterized by a strong employee focus and actively supports innovative and entrepreneurial action, in the conviction that committed and satisfied employees are the key to success. The NOBILIS GROUP focuses on future-oriented growth in all segments and also enjoys an excellent international reputation. With an impressive track record, the company is shaping the beauty industry as an important driving force in the market in line with its guiding principle: NOBILIS GROUP - WE MAKE BEAUTY PERFORM

ABOUT TMC Nordic:

TMC Nordic is the leading Nordic distributor of cosmetics within the Niche and luxury segment. With a category approach partnering up with retailers aiming to build a long-term business the company has grown significantly in the last years. New consumer behaviours and preferences leads retailers to redefine assortments and in-store experiences. With an in-depth local market knowledge TMC have extended the role of a traditional supplier of goods to delivering business development services to the market.

TMC Nordic was co-founded in 2004 by current CEO Heidi Behrens and has local teams and offices in the Nordic countries. With a portfolio of luxury fragrances and active clean skincare the company has specialized in building value- and purpose-driven brands through on- and offline sales platforms.

About GEBR. HEINEMANN:

Gebr. Heinemann is one of the world's leading retailers and distributors in the international travel market and the only family-owned company among the global players in the travel retail industry. Gebr. Heinemann operates Duty Free & Travel Value shops, branded boutiques and concept shops under licence at international airports, as well as shops at border crossings and on-board cruise ships. In addition, the company supplies airports, airlines, cruise ships, ferries and border shops worldwide with a constantly growing range of international branded goods in the areas of perfumes & cosmetics, wines & spirits, confectionery, delicatessen, tobacco, fashion & accessories, watches & jewellery and much more.

Since its foundation in 1879, the family-owned company has been based in what is now Hamburg's HafenCity and has been managed by members of the Heinemann family ever since. Today, the fourth generation is represented by Claus and Gunnar Heinemann on the supervisory board and the fifth generation by Co-CEO Max Heinemann on the management board. Gebr. Heinemann employs around 7,340 people worldwide. In 2023, the family-owned company generated total group sales of €3.6 billion.

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