

Press Release

Acquisition completed: NOBILIS GROUP successfully completes majority acquisition of TMC Nordic

Wiesbaden, March 2025 - Following the successful completion of the merger control procedure, it is now official: NOBILIS GROUP has completed the acquisition of 65% of the shares in TMC Nordic. With this step, NOBILIS GROUP, the leading distributor and service partner in the DACH region, is also becoming the leading European distribution and service hub for prestige and luxury brands, with a revenue volume of over 350 million euros.

TMC Nordic has been successfully operating in Denmark, Norway, Finland and Sweden for over 20 years as an established and renowned distributor of international beauty brands. Heidi Behrens, co-founder and CEO of TMC Nordic, retains 35% of the shares and will continue to lead the company together with her experienced management team from Copenhagen.

"We are very pleased to have completed this strategically important acquisition. The integration of TMC Nordic into the NOBILIS GROUP strengthens our position in the European market and enables us to provide even more comprehensive support to our brand partners. Our shared vision and values make this partnership an ideal fit," says Udo Heuser, CEO | Managing Partner of the NOBILIS GROUP.

A long-term partnership for sustainable growth

The partnership between NOBILIS GROUP and TMC Nordic is based on a clear common goal: to strengthen luxury and niche brands in the Nordic countries and further expand their market position. Both companies have a strong reputation in the industry and stand for reliability, predictability and strategic added value for their brand partners.

Heidi Behrens, CEO of TMC Nordic, adds: "The merger with NOBILIS GROUP opens up new growth opportunities for us and strengthens our position in the Nordic countries. Together we will use our expertise and network to further develop TMC Nordic as a leading partner for luxury and niche brands.

With the formal acquisition on 1 March 2025, the next phase of the partnership will begin, in which both companies will use their synergies to actively shape the future of the European beauty market.

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.

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