



PRESS RELEASE

Swash Group unites leading bathroom retailers MEGABAD.com and Groupe Le Monde du Bain to forge a pan-European alliance

Cologne/Kerpen, December 5th, 2023 – MEGABAD.com, a renowned online retailer of bathroom products with focus on the DACH region, and Groupe Le Monde du Bain, a French-based provider of comprehensive bathroom design with business operations in five European countries are joining forces under the new umbrella of Swash Group.

Under leadership of CEO Dr. Hans Dohrmann, a Digital Commerce Entrepreneur with a stellar track record, and backed by FSN Capital Funds, a leading private equity investor with €4 billion under management, Swash Group is becoming the leading destination for talents, dedicated to transforming the bathroom industry and the bathlife of customer across Europe.

“I'm thrilled to announce the launch of Swash Group. Our focus: innovation and sustainability leading to exceptional customer experiences. We tailor our approach to each European market, delivering solutions that surpass the expectations of our customers. Together with our partners, we strive to transform the industry across Europe.”, says CEO Hans Dohrmann.

Nathanael Adenot and **David Petit**, Co-Founders of Le Monde du Bain: *“We are glad to jointly build the Swash Group as a European market leader and to participate in this exciting and promising endeavor that will disrupt the industry. After ten years of independent and self-financed growth we are now looking forward to teaming-up with Hans and Megabad to achieve the ambitious vision for Swash Group.”*

About MEGABAD GmbH: MEGABAD is a leading E-Commerce retailer specializing in bathroom and sanitary products in the DACH region. Established in 1973 by the Stiller family, the company launched the MEGABAD.de webshop in 2003. The industry-leading product range includes all internationally renowned brands. MEGABAD serves both private customers as well as professional clients. In 2021 FSN Capital Funds acquired a majority stake from the Stiller family and VR Equitypartner, who both continue to be strongly involved investors. www.megabad.com

About Groupe Le Monde du Bain (LMDB): LMDB is a fast growing French company specialized in the bathroom market, with business operations in France, Spain, Italy, Germany and Austria. The websites include: www.lemondedubain.com, www.weltderbaeder.com www.entornobano.com, www.mondodelbagno.com

About FSN Capital: FSN Capital is a leading Northern European private equity firm and investment advisor. With €4 billion under management, FSN Capital specializes in controlling investments in growth-oriented companies, supporting their transformation into sustainable, competitive, international and profitable entities. www.fsncapital.com

About Dr. Hans Dohrmann: Hans Dohrmann brings extensive experience and a proven track record to his role, particularly in managing buy-and-build strategies. With a dynamic background as a serial entrepreneur, Hans has not only founded successful startups, but also opened new and scaled existing businesses for corporations and investors, contributing to strategic and profitable growth.

For more information about Swash Group, visit www.swash.group

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