

TRANSACTION REPORT

JBR was mandated to find a new shareholder to support the scale up of Ojah.

On February 13th 2017 the nine shareholders of Ojah sold their shares to Korys Investments. The management team of Ojah stays on board as directors and minority shareholders. With the new shareholder structure Ojah has all the means to expand its production facilities and strengthen its international sales.

Ojah produces textured meat alternatives and markets its products under the brand name Beeter@ (domestic market) and Plenti@ (international market). The product combines the taste and tenderness associated with that of high quality meat. They are gluten-free, 100% plant based (nong-GMO), rich in proteins, low in fat and salt, high in fiber, containing 0% cholesterol. The products fit a healthy, modern lifestyle and contribute to a more sustainable food production chain.

Korys is the investment fund of the Belgian Colruyt family. With Korys as its new shareholder Ojah is ready for accelerated growth the coming years. Korys, alongside the management of Ojah, is buying the shares of the existing shareholders, among which, PPM Oost, StartGreen and Holland Food Venutres. The investment meets the sustainable approach of Korys. Ojah is producing products that are aiming at the well-being of its consumers, is very much aware of its ecological footprint and tries to minimize and reduce this where possible."

CONTACT

Onno Sloterdijk
Associate Partner of JBR

CONTACT

JBR Strategy,
Corporate Finance & Restructuring
Onno Sloterdijk
Het Rond 6A
3701 HS Zeist

Email: o.sloterdijk@jbr.nl
Tel: +3130 6999 000
Web: www.jbr.nl

ONNO SLOTERDIJK

Associate Partner of JBR

Awarded for his involvement in the following transactions:

Korys Acquires Ojah from Ojah Shareholders

**ABOUT ONNO SLOTERDIJK**

Onno has over 25 years of experience in Mergers & Acquisitions, Management Buy-outs and sourcing and structuring growth capital, with a focus on mid-market transactions. He can best be described as a 'Deal enabler with focus on value creation.'

Over the years Onno has built a significant network of investors, both within the Netherlands and abroad. With his specific experience and network in Private Equity, Onno enables the growth of the sector teams of JBR.

JBR intends, in close cooperation with Onno and the international network of Global M&A, to further grow her independent Corporate Finance advisory services.

FIRM PROFILE

JBR is an independent consultancy firm with over three decades of experience in strategic advisory, corporate finance and restructuring. This applies in the broadest sense, albeit with a specific focus on six sectors in which we are thoroughly established. Our experience makes JBR an excellent sparring partner and enables us to translate sharp analyses into your company's daily practice. Realistic, energetic and hands on, JBR will help ensure the continuity of your business in order to (re)achieve growth or navigate stormy weather.

Our clients are decision makers in listed companies, family businesses, investment institutions and banks, both in the Netherlands and abroad. In order to facilitate our international activities, we are active within a worldwide network.

JBR is a member of the ROA (Dutch Raad van Organisatie Adviesbureaus: association of management consulting firms), registered with Lloyd's Register Quality Assurance and both ISO and ACP certified. In addition, we are affiliated to Global M&A Partners, an international network of around 40 corporate finance consulting firms, as well as the DFCA (Dutch Corporate Finance Association) and the TMA (Turnaround Management Association). Managing partner Ronald van Rijn is member of the European Association of Certified Turnaround Professionals (EACTP) and JBR has a Registered Valuator (member of the NIRV, Dutch institute for Registered Valuators).

Philosophy

You can count on JBR to provide clear and independent thinking and advice that goes way beyond the abstract, setting you on a path towards new opportunities and providing a clear perspective, in which our corporate finance specialists translate the financial aspect of the strategy and place the corporate finance issues in a strategic context. This reflects our belief in a flexible approach with multidisciplinary teams and close cooperation, resulting in longstanding relationships.

