

## Sentica brings more strength into Func Food's growth

**A fund managed by private equity company Sentica Partners acquires the majority of shares in Func Food Finland, which is known for its FAST branded sports nutrition products, healthy snacks and protein drinks. The Company's key personnel will continue as significant minority owners. With Sentica's support, the Company targets strong growth from new product categories, customer segments, distribution channels and export markets.**

Func Food is one of Finland's leading sports nutrition companies and its trademark FAST is the market leader and pioneer in Finland. The Company markets functional food products developed for everyday use for athletes and trainers. Products are made from natural and high-quality dairy and grain-based ingredients. Func Food's products are sold widely in daily retail stores, health food and specialty stores as well as kiosks and fitness centers. In total, the Company has 4000 points of sale in Finland. In 2013 the Company's sales increased by over 40 % and reached 17 million euros.

Func Food's success can be explained by the larger change happening currently in consumer behavior. Interest in healthiness as a lifestyle is increasing among consumers, which is seen in their choices for diets and exercise routines. The European sports nutrition market is hence expected to continue its vigorous growth in the coming years. The market evolution enables to broaden the distribution of new food categories, which will be seen also in daily retail stores' product mix in the future.

"The strong market growth and the increase of lifestyle-based consumption provide delicious conditions for developing Func Food's business. Sentica's cooperation enables a more thorough exploitation of our numerous growth options", describes Chairman of the board Antti Pirinen the background of the acquisition.

"Sentica is an ideal partner for us and we look forward to doing business together in the Func Food way, with even higher targets in view. Our goal is to act as the pioneer and to drive change in the industry also in the future", continues CEO Jarkko Jokinen.

"The development phase of the market, the Company's strong brand and market position as well as the innovative and committed staff, provide an excellent chance to continue the strong growth. With our help, Func Food is able to accelerate expansion into new product categories, consumer segments and distribution channels as well as focus on exports. We are also prepared to support growth with add-on acquisitions if we find targets with a good strategic fit", comments Sentica CEO Mika Uotila.

### **For more information, please contact:**

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### **Func Food Finland Oy**

*Func Food is a quickly growing food company and the market leader in sports nutrition in Finland. The Company is known for its FAST brand, which is sold in over 4000 points of sale. Func Food's sales totaled some 17 million euros in 2013 and the Company employs 19 sports nutrition professionals.*  
[www.fast.fi](http://www.fast.fi)

### **Sentica Partners Oy**

*Sentica is an independent private equity company focusing on acquiring and developing Finnish small and mid-sized companies. The funds under Sentica's management amount to some EUR 300 million with fund investors consisting of Finnish institutional investors and high-quality European fund of funds.* [www.sentica.fi](http://www.sentica.fi)