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BENCHMARK INTERNATIONAL SUCCESSFULLY FACILITATED THE TRANSACTION BETWEEN NEWGROUP (PTY) LTD AND AN UNDISCLOSED ACQUIRER FOR THE HERBEX BRAND

Benchmark International is proud to announce the successful sale of the Herbex brand, owned by Newgroup (Pty) Ltd (“Newgroup”) to a multinational health and wellness leader. Herbex is a well-established name in the complementary medicines sector, known for its dedication to providing herbal products that support weight loss and promote healthy living. The brand has become a trusted partner for individuals striving to achieve their health and weight goals through holistic and sustainable means.

Newgroup, a private company that previously owned a diverse portfolio of brands in the complementary medicines and natural beauty sectors, has progressively sold off its brands over time, culminating in the strategic decision to sell the Herbex brand.

Eddie Bisset, Chief Executive Officer for Newgroup, commented on the transaction, saying: “We are delighted in the conclusion of the sale of the Herbex brand, expertly facilitated by the Benchmark International team. Their professionalism, attention to detail, and dedication ensured the process was managed smoothly from start to finish. A particular and heartfelt thanks goes to John Loubser, whose unwavering support, calm demeanour, and expertise played an instrumental role in navigating this transaction. Benchmark’s ability to keep everything on track while maintaining clear communication was pivotal to the success. We are excited to witness the continued growth of the Herbex brand under new leadership. We have full confidence that this next chapter will be marked by new opportunities and achievements, and we look forward to seeing what the future holds.”

John Loubser, Transaction Leader at Benchmark International, added: “Having worked closely with Eddie, Lara and the Newgroup team over the last few years, facilitating the sale of several of the company’s brands, it has been a truly great journey. I want to compliment the entire team for their dedication and hard work. We are confident that the Herbex brand has found a strong and capable home, and we look forward to seeing them continue to grow and build upon its success.”



ABOUT BENCHMARK INTERNATIONAL

Benchmark International is a global M&A firm that provides business owners with creative, value-maximizing solutions for growing and exiting their businesses. Benchmark International has handled over \$11 billion in transaction value across various industries from offices across the world. With decades of M&A experience, Benchmark International’s transaction teams have assisted business owners with achieving their objectives and ensuring the continued growth of their businesses. The firm has also been named the Investment Banking Firm of the Year by The M&A Advisor and the #1 Sell-side, Privately Owned M&A Advisor in the World by Pitchbook’s Global League Tables.