

Plant & Co. Brands Inc.

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EuroLife Brands enters health and wellness sector via acquisition of Toronto-based brand Plant & Co Marche

EuroLife Brands Inc (CSE:EURO) is entering the growing health and wellness sector thanks to the acquisition of private Canadian company, Plant & Co Marche.

The all-share transaction sees Toronto-based EuroLife acquiring the hybrid health and wellness brand with a downtown retail location that offers niche products for consumers with a focus on plant-based, vegan, vegetarian, hemp and specialty immune-boosting products.

Plant & Co's downtown Toronto storefront in the bustling Little Italy neighbourhood boasts 2,200-square feet of retail space as well as a fully-licensed outdoor patio. EuroLife and Plant & Co are collaborating on a new design concept for the store to reflect a "modern European" aesthetic, according to the firm.

READ: EuroLife Brands zeroes in on North American operations, closes C\$1M private placement

In a statement, EuroLife CEO Shawn Moniz told shareholders that the acquisition is an "excellent segue" into the growing health and wellness sector in Canada.

"The flagship location in Toronto will be emulated in other key demographic markets and larger centres across the country," Moniz said in a statement. "Utilizing our previous experience in consumer behaviour and consumer targeting and analytics, we will aim to take this unique brand in the health and wellness sector to greater heights. We have an aggressive plan for expansion and will continue to look for opportune acquisition targets in Canada and North America."

Under the terms of the deal, EuroLife will acquire 100% of the issued and outstanding shares in the capital of Plant & Co Marche in exchange for 2,336,000 EuroLife shares priced at C\$0.25.

Closing is subject to regulatory approval.

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Price: 0.32
Market Cap: \$12.22 m

Share Information

Code: VEGN
Listing: CSE
52 week High Low
0.65 0.05

Sector: Cannabis
Website: eurolifebrands.com

Company Synopsis:

EuroLife Brands is a leading global digital CBD marketplace with an exclusive CPG-focused eCommerce platform backed by evidence-based cannabis education and detailed consumer data collected through Cannabis. Me, the Company's data-driven cannabis education platform with users spanning the world.

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