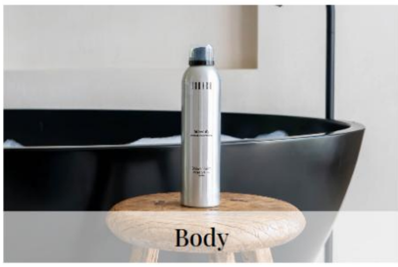
JANZEN, the leading Dutch home and body lifestyle brand, is joining forces with KeBeK Private Equity as a strategic partner and majority shareholder, as well as with &C Media and Chantal Janzen as key ambassador, to strengthen its leadership in the Netherlands and accelerate international growth in Belgium and Germany.

Oisterwijk (The Netherlands), 20 October 2025

KeBeK Private Equity acquired a majority stake in JANZEN. Founder Gertjan Schot and CEO Ivo van Ierland remain on board. At the same time, the collaboration with &C Media is strengthened and a new partnership with Chantal Janzen as key ambassador has been concluded. Chantal Janzen is also becoming shareholder of the company.



JANZEN is a Netherlands-based affordable luxury brand offering home and body products to consumers mainly via a B2B network of 1,000+ specialised retailers (ex: Douglas, PourVous, DA, Etos). Additional sales are realised in corporate gifting, e-commerce channels and a flagship store in Den Bosch.

The company was founded in 2010 by Gertjan Schot (CEO until 2022), as a local offline brand offering home fragrances, and has since developed into a well-known omni-channel brand in The Netherlands. JANZEN became also active in Belgium in 2021and in Germany in 2022.

Chantal Janzen

Its branded portfolio comprises over 220 SKUs over 3 categories being home and body products, and gift sets, across 15 fragrance collections (including a For Men collection since 2023). The product portfolio includes amongst others shower foams and gels, hand care products, scrubs, deodorants, and body lotions and creams, as well as fragrance sticks and candles.

The Company has strong commitments to sustainability through eco-friendly sourcing, production free from microplastics, biodegradable packaging. The various products contain no parabens, silicones, or mineral oils and are not tested on animals.

JANZEN operates from Oisterwijk. 10 kilometres north of Tilburg, with about 33 employees.

Led by CEO Ivo van Ierland since 2022, JANZEN realised strong (double-digit) growth in the recent years, benefiting from initiatives in product development, widening sales channels, internationalisation plans and innovative marketing.

With this new partnership, JANZEN aims to accelerate its growth ambitions. In The Netherlands, focus will remain on reaching more consumers via a qualitative widened B2B retailers' channel. In addition, management targets to build a repeatable B2B corporate gifting offer and to leverage full D2C (direct-to-consumer) potential in e-commerce. International growth will focus on expansion in Germany and in Belgium. Product development and innovation will stay at the centre of the commercial growth strategy.

At the same time, JANZEN is intensifying its collaboration with &C Media and Chantal Janzen. Chantal Janzen will act as key ambassador for the JANZEN brand and play an important role in contributing to the collections and brand visibility.

More information about JANZEN: www.janzen.com or [JANZEN Instagram]().

JANZEN is the second investment of the KeBeK IV fund, which is currently in fundraising for a target fund size of €75m.

JANZEN shareholders Gertjan Schot and Ivo van Ierland were assisted by Nielen Schuman (M&A advisor), Vriman (legal advisor) and Alvarez & Marsal (financial and tax advisor) in this transaction.

KeBeK Private Equity was assisted by LDS Advisory (strategic advisor), De Metz (legal advisor) and BDO (financial and tax advisor) in this investment.

Ivo van Ierland, CEO at JANZEN: "We are very pleased and proud with this new strategic partnership together with KeBeK and Chantal Janzen. I am convinced that we will accelerate our growth ambitions by strong new product development, even more impactful marketing campaigns and intensifying our strategic wholesale partnerships. Our aim is strengthening our position in The Netherlands and strongly building the brand and its visibility in Germany and Belgium. Next to this, our D2C channels will get a more prominent priority going forward. Very exciting JANZEN times!"

Gertjan Schot, founder of JANZEN: "I am very proud that JANZEN has partnered with KeBeK and Chantal Janzen. We have found a partner in KeBeK who aligns with JANZEN's culture in which JANZEN has given all freedom to follow the path to continue JANZEN's growth. With great confidence I see JANZEN's future is secured and that Ivo, together with the entire team, will lead JANZEN to become a key player in the European home & body Lifestyle market. "

Chantal Janzen, founder of &C Media: "Our partnership with JANZEN and &C Media has been very successful for many years now. This partnership will open up new possibilities and include my personal involvement in product development and promotion. I'm very excited to be part of this and reach more people with this beautiful home & body lifestyle brand!"

Gert Van Huffel, Floris Vansina, Edouard Verhoustraeten of KeBeK Private Equity: "We are very impressed with JANZEN's growth trajectory and development over the last years. JANZEN boasts a strong brand identity and an established and complementary sales network, with satisfied consumers. With Gertjan, Ivo, Chantal and the dedicated JANZEN team, we aim to further develop and expand the activities of JANZEN."

For more information:

About JANZEN – www.janzen.com – JANZEN Instagram

Contact: Ivo van Ierland (ivo.vanierland@janzen.com) or Gertjan Schot (gertjan@janzen.com)

About &C Media and Chantal Janzen – www.andc.tv – &C Media - Chantal Janzen Instagram

&C Media is a Dutch media brand founded by Chantal Janzen and her husband Marco Geeratz. The company was founded in 2017 and has since been operating as an independent television producer and publisher of the magazine &C.

Chantal Janzen is a Dutch actress, musical actress, presenter, singer and television producer who has appeared in musicals such as 42nd Street, Saturday Night Fever, Beauty and the Beast, Hij Gelooft in Mij and Tarzan. Since 2005, she has also presented various television programmes, including Beat the Champions and Oh, wat een jaar! In addition to being a presenter, she is a judge on Holland's Got Talent. In 2017, Chantal launched &C Media.

About KeBeK Private Equity – www.kebek.be – KeBeK Private Equity Linkedin

Contact: Gert Van Huffel (gert.vanhuffel@kebek.be) or Floris Vansina (floris.vansina@kebek.be)

KeBeK Private Equity is an independent private equity firm investment. It was founded in 2012 by 4 Partners working now together for 20+ years since their time at KBC Private Equity.

We invest in healthy SMEs looking to grow to their next phase. Companies are based in the Benelux, often active in attractive niche segments, and have significant potential for value enhancement. We focus on partnerships with families and entrepreneurs in "primary" deals. Next to supporting companies, transactions with KeBeK are often a solution for transition of capital and management, and an attractive alternative to keep independence.

When supporting companies and management teams, we focus on value creation strategies combining (i) organic growth, (ii) reinforcement of organization and processes, and (iii) buy-and-build or consolidation plays. With around 30 acquisitions executed and over 30 add-ons realised since 2012, KeBeK has a demonstrated track-record of investing and creating (operational) value for its portfolio companies.

KeBeK is backed by a broad investor base, consisting of Belgian, Dutch and international institutional investors, family offices and wealthy individuals being mainly entrepreneurs.

JANZEN is the second investment of the KeBeK IV fund, which is currently in fundraising for a target fund size of €75m. Previous investments of KeBeK funds include Flexfurn (flexible furniture to the event industry – 2024), Capenti – Schelstraete Delacourt (Executive search and interim management services – 2021), Borek (outdoor and garden furniture – 2020), Richa (motorcycle gear and accessories – 2018), among others.