

## **MBH Corporation plc strengthens its portfolio by acquiring prestigious education licence from International School of Beauty Therapy**

**London, 21 January 2019 – MBH Corporation plc (“MBH”), a diversified investment holding company, is continuing its growth strategy. By acquiring assets of International School of Beauty Therapy (“ISOBT”), its subsidiary Acacia Training Ltd. (“Acacia”) has strengthened its leading position in the UK beauty education sector. The asset acquisition allows Acacia to hold the prestigious CIDESCO license, an accreditation that is recognised worldwide as one of the best qualifications in the sector.**

The MBH subsidiary Acacia already has a 19-year strong track record of delivering qualifications in the health and wellbeing sectors. With ISOBT’s 24-year track record the asset acquisition brings two well-established and high-quality organisations together. “ISOBT is a fantastic addition to Acacia, building on their already successful beauty qualification delivery. The acquired assets add additional value to the company’s business and future growth plans,” explains Allan Presland, CEO of MBH.

The CIDESCO accreditation is recognised worldwide as one of the best qualifications in the sector, and ISOBT is 1 of only 11 companies across the UK to hold this approval, along with many other qualifications such as CIBTAC, ITEC and VTCT. “We are very happy to be allowed to hold this recognised accreditation that proves our high quality of education supporting outstanding beauty professionals,” comments Victoria Sylvester, Managing Director of Acacia.

The beauty industry in the UK has been showing a strong growth trend since 2013. In 2017, the market value for beauty and personal care reached around 14.6 billion euros. In 2018, the expected market value has even exceeded 15 billion euros.

### **About MBH**

MBH Corporation plc is a diversified investment holding company, listed on the Frankfurt and Dusseldorf Stock Exchanges. The company acquires small to medium enterprises across multiple geographies and sectors that are well established, profitable, debt free and looking to scale. By leveraging the Agglomeration 2.0 strategy, MBH Corporation plc is able to create substantial shareholder value through the consistent, accretive acquisition of excellent companies.

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