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EANS-News: Valora Holding AG / Valora completes its acquisition of K. Schmelzer- J. Bettenhausen GmbH & Co KG

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Company Information

Muttenz (euro adhoc) - Valora completes its acquisition of K. Schmelzer- J. Bettenhausen GmbH & Co KG

- Valora now Austria's leading railway station bookseller
- New sites to serve as platform for further expansion

Valora now Austria's leading railway station bookseller

Valora successfully completed its acquisition of K. Schmelzer- J. Bettenhausen GmbH & Co KG with effect from January 12, 2012. The transaction means that Valora has now become Austria's leading railway station bookseller. The 12 prime sites Valora has acquired are located at Austria's largest and most important railway stations and at Vienna airport. Completion of this deal has enabled the company to achieve comprehensive coverage of the German-speaking markets, through a network now numbering more than 1 500 outlets at heavily frequented locations in Germany, Switzerland and Austria.

New sites to serve as platform for further expansion

The "press&more" outlets the company has acquired in Austria will be an important building block in Valora's further expansion of its activities in Europe's German-speaking markets. During 2012, the Austrian outlets' product ranges will be reconfigured, and the market presence, branding and store layouts already used by Valora's proven and successful Press&Books format will be suitably adapted for the new Austrian sites. This transformation will draw on the substantial experience Valora has accumulated from the more than 200 P&B stores it already operates in Germany and Switzerland. Austria's first modern P&B format will open at the new Salzburg central railway station by end of April 2012.

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