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Abu Dhabi

For Immediate Release

Private Office of Sheikh Tahnoon Al Nahyan partners with Swiss based ENHANZZ Group of Companies

Abu Dhabi based Tahnoon Al Nahyan Group proudly announces joint-venture in the Swiss-made skincare brand HANZZ+HEIDII, aiming formidable global expansion

During the official signing ceremony between the TAN Group, chaired by His Highness Sheikh Tahnoon Bin Saeed Bin Tahnoon Al Nahyan, and the ENHANZZ Group of Companies today at the Royal Palace offices, the parties cemented their partnership to develop and exclusively distribute the product range of HANZZ+HEIDII, the new trend-setter in natural, vegan skin care products from Switzerland.

Attending the signing ceremony were the representatives of Tan Group His Highness Sheikh Tahnoon Bin Saeed Bin Tahnoon Al Nahyan; His Excellency Mr. Zulfiqar Ghadiyali, CEO of the Private Office of His Highness Sheikh Tahnoon Al Nahyan; Dr. Sven Goebel, Founder & Chief Executive Officer of the ENHANZZ Group of companies, Mr. Sven Hennige, Founder & Member of the Board of ENHANZZ Holding, Mr. Eric M. Gottschalk, CEO and Member of the Board of ENHANZZ Middle East; Mr. Mohammad Essayed, Chief Financial Officer and Member of the Board of ENHANZZ Middle East along with the ENHANZZ Holding Board Members Prof. Dr. Felix Richner, Chief Legal Officer and Mr. Oliver Kehl, Chief Financial Officer.

ENHANZZ chose the United Arab Emirates to set-up the ENHANZZ Middle East regional headquarter for its MENA and APAC roll-out. While the international headquarter ENHANZZ AG remains centralized in Switzerland, ENHANZZ Middle East acts as a fully synchronized subsidiary regarding the consumer oriented HANZZ+HEIDII business.

HE Mr. Zulfiqar Ghadiyali, CEO of the Private Office of His Highness Sheikh Tahnoon Al Nahyan stated: "We were very pleased by the level of quality and innovation under which the

HANZZ+HEIDII products are produced and we believe in the huge global potential of the brand, which is a natural fit for our diverse portfolio within the consumer sector. **The association with the Royal Family Office shall ensure substantial scalability of the brand and potent global recognition for the ENHANZZ Group of companies”.**

In Europe, HANZZ+HEIDII products are marketed through a hybrid model of direct sales and social marketing, as well as through established wellness and beauty salons. Its proprietary natural and vegan formulas along with a fresh and dynamic marketing approach have taken the European beauty market by storm; creating a major buzz of the brand on social- and in classical media. The international roll-out strategy focusses on further positioning the HANZZ+HEIDII brand globally as “years ahead of its competition”, targeting the well-informed, eco- and health-conscious customer.

ENHANZZ Founder & CEO Dr. Sven Goebel states: “We have been utmost diligent and thoughtful when it came to developing our skincare line and we would like to sincerely thank Tahnoon Al Nahyan Group for its trust and vision in this partnership. This alliance between Tan Group and ENHANZZ springboards our global expansion at a much faster pace and consequently allows us to focus on the development of additional, innovative products of which some of them are already in the final stages of testing.”

The initial strategy of ENHANZZ, diligently prioritizing the development of a top-level product line, world-class branding and constant social media presence, is starting to pay off. Considering the company being in business for less than one year the media attention, as well as the strategic alliances, are remarkable. The separation of product brand and distribution brand is a substantial factor of this young success story. Dr. Sven Goebel, CEO stated: “It’s always been our understanding and commitment to develop a product line that would potentially become a recognized world brand. Consequently, you have to think product first and then create something that would disrupt an existing multi-billion dollar market, no matter what channel of distribution you would choose. HANZZ+HEIDII is well underway to prove that, which is impressive considering we are only in pre-launch for a few months. Our current achievements will not stay publicly unnoticed and will boost all our global brand

partners successes towards much higher levels. There is no better timing to become acquainted with our great brand and opportunity than now.

The partnership with Tan Group allows ENHANZZ to act fully scalable and efficiently, with local product-, marketing & sales support, and global R&D, technical and administrative resources to expand quickly within the GCC and other markets and to turn HANZZ+HEIDII into a global brand name.

ABOUT:

Tan Group: TAN Group is the Private Office of Sheikh Tahnoon Bin Saeed Bin Tahnoon Al Nahyan, which is a diversified business entity headquartered in Abu Dhabi, UAE, and chaired by Sheikh Tahnoon Bin Saeed Bin Tahnoon Al Nahyan, maintaining the highest of business relationships with their International consultants/industry experts and partners in over 20 countries throughout the MENA and APAC regions.

ENHANZZ Holding: The ENHANZZ Group of companies is a 2018 inaugurated, European based consumer product and distribution company group from Switzerland. The founders Dr. Sven & Audrey Goebel and Sven & Christina Hennige, heavyweights in both the direct sales and corporate field, believe that it was the right time to launch that modern, tech-oriented, consumer-friendly global company group from Europe. By identifying as Swiss-based, they are making their own commitment to exceptional standards in every aspect of the company's products and operations, offering fashionable, high quality, Swiss-made consumer product lines.

HANZZ+HEIDII: The exclusive HANZZ+HEIDII natural vegan skincare line for "HIM" and "HER", is a cutting edge, active symbiosis between nature and biotechnology, including its proprietary "Magic Swiss Code" formula, and its "Made Without" referring to its commitment that all products are non-animal tested and free of any harmful irritants and additives. Currently, there are 9 products available for "HER" including a cleanser, serum and day/night cream; 4 for "HIM" also featuring a cleanser and serum plus 1 unisex facial mask.

For more information, kindly visit our online domains:

www.hanzzandheidii.com

www.enhanzz.com

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