FEN GROUP CONTINUES TO CONSOLIDATE THEIR POSITION IN THE UK CBD MARKET WITH NEW ACQUISITION

Thursday 1 April, 2021

This strategic acquisition of White Label 360 significantly enhances Fen Group's contract manufacturing offering - as they quickly become the market leader in the UK CBD industry.

Fen Group is a consumer healthcare manufacturer specialising in cannabis-derived wellness products, based in the West Yorkshire, UK. This is the first in what is promised to be a string of strategic acquisitions by Fen Group as they seek to become the dominant player in the UK CBD market.

White Label 360 is a CBD contract manufacturing firm based in Barnsley, with a substantial portfolio of clients, and a broad product offering. Colin O'Donnell, CEO of White Label 360, says "*I am looking forward to working with Fen Group as they endeavour to bring structure into such a fragmented CBD market in the UK.*" White Label 360 has been actively trading in the market since 2015.

Along with White Label 360's contract manufacturing business, Fen Group is also acquiring their flagship brand, CBDeaze, which has been trading in the market since 2015.

This new acquisition also opens up potential distribution channels in Germany and South Africa.

"*This acquisition allows Fen Group to rapidly increase our revenues, whilst keeping our core value proposition consistent, we are very excited to build on the foundational work that Colin has put in.*" - Tom Fennell, CEO of Fen Group.

The addition of White Label 360's product offering has allowed Fen Group to submit a market leading dossier to the Food Standards Agency, in line with the upcoming Novel Foods regulation.

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