



Acquisition of Marketing Innovation Organisation “Voted Product of the Year”

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Shares of International Marketing Innovation Award "Voted Product of the Year" have been acquired by Voted Product of the Year Worldwide N.V., Brussels. In over thirty years Christian le Bret (M.E.M. SAS) from Paris, France, developed a global reach of 3.5 billion consumers with Logo awarded to innovative products based on a consumer centric product election.

Simultaneously with the acquisition of the shares, from 2017 onwards Croatia, Bulgaria, Brazil, Mexico and Chile are added to the list of countries where the company is active, now more than 40 countries in total.

New owner

All shares of the Paris based company M.E.M. SAS were taken over by Philippe Gelder, CEO "Voted Product of the Year Worldwide N.V." of Brussels and a number of private investors. Alongside the brand exploitation through licensees, the Brussels company exploits the brand themselves in the Benelux and France.

The goal is to further grow the brand and to expand in new countries and existing markets by applying modern data, and digital techniques. "Voted Product of the Year" Worldwide chooses new prospects, led by a new management team.

Philippe Gelder CEO "Voted Product of the Year Worldwide" says: "In 2013 we started as licensee with Voted Product of the Year in Belgium and the Netherlands. As fast as I could, along with Katia Van Eecke, responsible for Benelux, we experienced the dynamics of the concept developed by Christian Le Bret in France. This experience was reason to closely collaborate with Christian Le Bret. For the purchase of the whole company the challenge was to attract a number of private investors who, together with the BNP Paribas Fortis Bank, could be convinced of the future potential of the "Voted Product of the Year" concept. It is in this positive atmosphere that the acquisition could be realized."

David Franeau's "Closing" and the office of Pechenard assisted in making all the arrangements to take over both the French activities as well as all international licensing contracts.

Christian Le Bret, founder of the company, relinquished control as it became clear that a new team with international flair and know how could take the brand to even higher levels in existing and new markets. The team can obviously build on the experience of the founder, serving in an advisory capacity.

Philippe Gelder, CEO Voted Product of the Year Worldwide N.V.

CEO Philippe Gelder is an experienced marketing expert and licensee of "Voted Product of the Year" for the Netherlands and Belgium since 2013.

Philippe has a Dutch father, who worked as an international ad agency entrepreneur and a Belgian mother. He divides his time between his home in Brussels and Paris. After studying marketing and several years of experience in international communications, Philippe began his career in 1980 as an entrepreneur, setting up an integrated communications agency. Together with several partners, he took the agency public, to build it into a group of companies with a strong digital focus. When the group had more than 200 employees, in 2004, he sold his participation to start with his own team, working from Paris and Brussels. In 2013, he takes the "Voted Product of the Year" license for Belgium and the Netherlands, which formed the basis for the current acquisition.

Voted Product of the Year is the world's largest consumer-voted award for product innovation. Established in France in 1987, Voted Product of the Year currently operates in over 40 countries around the world with the same purpose: to guide consumers to the best new products available on the market and reward industries for product innovation. Voted Product of the Year Worldwide N.V., PARIS: 66 Rue Escudier, 92100 Boulogne-Billancourt • BRUSSELS: 455 box 7 Mechelsesteenweg, 1950 Kraainem
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