

Press release

A.Vogel Strengthens International Presence in the Middle East

Strategic Partnership with Lunatus Paves the Way for Entry into Nine Additional Markets

Roggwil, 17. August 2026 – A.Vogel continues to expand its international footprint with the signing of a long-term strategic partnership with Lunatus, a leading Dubai-based healthcare company. The agreement establishes the foundation for A.Vogel's entry into nine additional Middle Eastern markets: the United Arab Emirates, Saudi Arabia, Kuwait, Qatar, Bahrain, Oman, Iraq, Jordan, and Lebanon.

The partnership is the result of months of in-depth discussions and joint evaluation, during which interest in A.Vogel — its corporate philosophy and its range of natural health solutions — proved exceptionally strong. A shared commitment to quality, sustainability, and a holistic approach to health emerged as a decisive factor in the decision to move forward together.

Founded in 2003, Lunatus is recognized as one of the region's foremost healthcare partners, supporting international health companies with market entry, marketing, and distribution across the Middle East. The company brings deep, proven expertise in regulatory approval, marketing, sales, and logistics — capabilities that will be instrumental in introducing A.Vogel's products to the region. A.Vogel's first products will be rolled out gradually over the coming months, beginning with Echinaforce®, Menosan®, Prostan® , and A.Vogel Night-Complex. Additional products from the A.Vogel portfolio are planned to follow at a later stage.

For A.Vogel, this partnership represents a significant milestone in its international growth strategy. The expansion into the Middle East will bring natural health solutions from Switzerland — grounded in more than 100 years of experience with medicinal plants and scientific research — to an even broader international audience.

According to Andy Suter, CEO of A.Vogel AG, the partnership marks an important step in the company's international development: ***"We are delighted about our partnership with Lunatus. The strong demand and genuine interest in A.Vogel across the region confirm that our philosophy and our natural health solutions are earning significant trust internationally. Together, we are laying a solid foundation to sustainably establish our brands and products in these new markets".***

About Lunatus

Lunatus is a Dubai-based healthcare company that has supported international health companies with market entry, marketing, and distribution across the Middle East since 2003. With extensive regional expertise in regulatory affairs, marketing, sales, and logistics, Lunatus enables global brands to establish a sustainable, long-term presence in the region.

**About A.Vogel**

A.Vogel is a Swiss company with more than 100 years of experience in the research and development of natural health solutions based on fresh medicinal plants. Guided by its founder Alfred Vogel's holistic philosophy, the company combines traditional knowledge with modern scientific research to develop high-quality products that support health and well-being.