



## Press release

### **VetNova Animal Health Acquires Majority Stake in proVET Nordic to Accelerate Northern European Expansion and Serve a Wider Range of Species**

*Madrid, Spain – May 9, 2025* — VetNova Animal Health, a veterinarian-founded company dedicated to the health and wellbeing of companion animals and horses, is pleased to announce the acquisition of a majority stake in proVET Nordic, a Danish veterinary distributor specializing in high-quality animal health products.

This strategic investment reinforces VetNova's commitment to expanding its presence in Northern Europe and broadening its portfolio to serve a wider range of species.

Founded in 2007 in Madrid, VetNova has grown into a global player with a presence in 40 countries across Europe, the Americas, Middle East, and Asia. The company offers a broad range of products for small animals and horses, continuously innovating to meet the evolving health needs of animals and to support veterinary professionals worldwide.

proVET Nordic, established in Denmark in 2009, has built a strong reputation for import and distribution of innovative and science-based veterinary products that benefit veterinarians and their clients. The company markets a broad range of brands from several leading animal health companies.

"This acquisition aligns with our mission to improve the health and welfare of small and large animals by expanding our geographic reach and product offerings," said Guillermo Ruiz San Juan, VetNova's CEO for EMEA & APAC. "proVET Nordic's expertise, strong partnerships and established presence in the Nordic region make them an ideal partner for our growth strategy."

"From the moment we met VetNova's owners, we knew that we would like to work with this company. Their values and approach to doing business were so much in line with what we stand for. Our cooperation has been a real success

the first years, and we see this partnership as a golden opportunity for further growth and expansion” said Charlotte W. Andersen and Anita Vikær Lund, the founders of proVET Nordic.

The partnership will enable VetNova to leverage proVET Nordic’s distribution network and local market knowledge to continue introducing its innovative product lines to a broader audience. It also opens opportunities to develop new solutions tailored to the specific needs of the Northern European market and facilitates the potential expansion of proVET Nordic’s partnerships into additional territories where VetNova already has a presence.

Both companies share a commitment to quality, innovation, and customer service, making this collaboration a natural fit. The integration process is expected to be seamless, with continued focus on delivering exceptional products and support to veterinary professionals.

## **About VetNova Animal Health**

VetNova Animal Health is a leading animal health company founded in 2007 by veterinarians for veterinarians, dedicated to improving the health, wellbeing, and quality of life of animals. Through continuous innovation, research, and development, VetNova offers a broad range of easy-to-use products for ear and skin care, renal and urinary health, dental care, digestive health, senior care, behavior and other important health and wellness categories. With a diverse international team dedicated to excellence, VetNova emphasizes a culture built on quality products, superior customer service, professional growth, and a profound commitment to environmental sustainability and social responsibility.

[www.en.vetnova.net](http://www.en.vetnova.net)

## **About proVET Nordic**

proVET Nordic is a Danish company founded in 2009, specializing in the import and sale of veterinary products for farm animals, pets, and horses across Denmark and Europe. From the beginning, the company has worked with a strong commitment to quality, animal welfare, and customer satisfaction. A close cooperation with veterinarians and partners in the international animal health business has led to steady growth of the company and a well-established position in the animal health industry today.

[www.provet.dk](http://www.provet.dk)

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