

GIBUS CONTINUES THE INTERNATIONALIZATION PROCESS WITH THE ESTABLISHMENT OF THE DUTCH BRANCH GIBUS NL B.V.

SACCOLONGO (PD), 3rd AUGUST 2022

GIBUS (GBUS:IM), the Italian brand of the high-end *Outdoor Design* sector, listed in Euronext Growth Milan and founded in 1982, continues its internationalization process by **setting up the wholly owned Dutch branch Gibus NL B.V.**

With the aim of increasing its presence in the Netherlands and the Flemish region of Belgium, which represents the fourth largest European market and has excellent growth potential, GIBUS NL B.V. will offer their customers a service on site and in the local language.

Alessio Bellin, CEO of GIBUS, says: *"We are in the start-up phase of a new, ambitious project. We have formally established the company and identified the general manager, Martijn Westenbrink, who will be entrusted with the management and development of the branch. The goal of this operation is to develop the market in the Dutch-speaking area; therefore, we will focus not only on Holland, but also on the Flemish region of Belgium. Our company has actually been operating in these countries for some time, but only with selected partners and from Italy. Now we want to offer ourselves in a different way so that we can give customers an on-site service and, above all, in their language: we intend to provide them with a company and people who speak Dutch who can adequately translate, not only linguistically but also culturally, the value of made in Italy products as well as of the GIBUS brand. Always with a view to being as close as possible to the customers in this area, we will also offer a website and all the commercial documentation in their language. We are evaluating the best location for the branch office that we presume to locate in Zwolle, in the north of Holland. There we will also welcome employees who will be placed over time in proportion to the growth of the market and we will also carry out training courses, offer technical assistance and set up a showroom in which to show the performance and the high aesthetic value of GIBUS products. We plan to take advantage of the last months of 2022 to organize better the new company, which will be fully operational at the beginning of 2023."*

The event that will inaugurate this important project in the area will be the **Polyclose** event, which will take place in Ghent, Belgium, from 31st August to 2nd September. The event will offer the opportunity for local customers to get in touch for the first time with the new sales manager, who will be able to present the excellent GIBUS proposals displayed at the dedicated booth.

GIBUS (GBUS:IM – ISIN IT0005341059) is the Italian brand protagonist of the high-end *Outdoor Design* sector for HO.RE.CA. and Residential, present in Italy and the main European countries with a network of 434 GIBUS Ateliers which is unique in the national and international competitive landscape. With headquarters in Saccolongo (PD) and around 200 employees, it designs 100% Made in Italy products and oversees the entire value chain. GIBUS has a consolidated market share in Italy and has strengthened its presence abroad (18.8 million euros in revenue equal to 26%), particularly in France and the DACH area. It constantly invests in R&D and, with over 50 patented technical solutions and 30 protected design models, has defined new quality standards in the sector: raising the technological content and product design is the key to compete in the high-end segment of the outdoor sector and to meet the needs of increasingly greater comfort in the use of outdoor spaces. The main product lines, Luxury High Tech (Bioclimatic Pergolas) and Sustainability (ZIP Screen), are characterized by their level of design and technology and represent the main growth driver of the Company. Historically the products make the combination of mechanical technology and textile processing know-how their strongpoint, and electronics have become increasingly important in recent years: today the company is able to offer fully automated solutions, capable of responding automatically to changes in weather conditions, and connected to web platforms for remote control. The products are characterized by high production and safety standards: ISO 14001, ISO 9001, ISO 45001, anti-counterfeiting hologram with the GIBUS brand and unique alphanumeric code.

Release available on www.emarketstorage.com and www.gibusgroup.com

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