



PRESS RELEASE

TRIME, WISE EQUITY PORTFOLIO COMPANY, ACQUIRES DOA

Cassinetta di Lugagnano, 11th December 2019 – Trime, a company specialized in the design and production of light towers and generators for the construction and events market, **announces the acquisition of 100%** of the **share capital of DOA Srl**, a company active in the market of generators and hydraulic tools.

The **management of DOA will continue to support** the company in the integration with Trime in order to continue the development process undertaken.

After the **acquisition of a majority stake in the English subsidiary Trime UK**, which took place in October 2019, Trime continues the implementation of its business plan which provides, in addition to the **organic internationalization** process, the acquisition of companies with a complementary product portfolio that can be also distributed through the **sales network of Trime** to the **most important rental companies** in the world.

Andrea Fontanella, Chairman of Trime, who heads the company together with the **CEO Paolo Tacconi**, said: "*We are very pleased that **DOA has joined the Trime group**: this operation represents a fundamental step in our growth strategy on international markets, which **from today will benefit from an even wider product portfolio** in addition to light towers and electric generators*".

DOA's partners commented: "*the operation with Trime is the natural step for a company like DOA that alone has managed to develop a very wide range of products so far distributed in more than sixty countries and that now will benefit from an even **wider distribution platform in the rental market***".

"*This operation perfectly represents Wise Equity's investment strategy, which consists in identifying a leader in a market segment and building around it an integrated platform through selected acquisitions: in this case Trime and DOA are two perfectly complementary companies with excellent products which provide a solid platform on which to continue the industrial project of growth, even including further specific acquisitions,*" said **Luigi Vagnozzi**, partner of **Wise Equity** that followed the operation with **Alessio Riccioni**, Investment Manager.

ADVISORY TEAMS

Trime

Legal: Simmons & Simmons (Alessandro Bonazzi, Bernadetta Troisi)

Finance and Tax: Spada Partners (Cristiano Proserpio, Guido Sazbon, Paolo Cricchio, Massimo Fagioli)

DOA

Finance: Studio Serafini (Stefano Serafini)

Legal: Studio Monti (Angela Monti, Raimondo Onofrio)



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About Trime

Trime (www.trime.it) is a company specialized in the design and production of light towers used in construction, events, road works and special projects such as civil protection interventions. The whole production takes place in Italy, at the two plants in Cassinetta di Lugagnano and Villanova d'Ardenghi but products are mostly distributed on international markets. Trime product range is differentiated by a high level of innovation which has led the company to be the first to introduce hybrid, solar machines, with LED lamps and, in turn, with low energy consumption, perfectly in line with the increasing market demands for sustainable and reduced-consumption products. In addition to the light towers, Trime has developed a wide range of electric generators branded Tekno Proget, which like the towers, are sold to the most important rental companies in Europe, North and South America and Australia.

About Wise Equity

Wise Equity (www.wisesgr.com) specializes in the management of Private Equity closed-end funds, investing in small and medium-sized companies, with a special focus on Italy. The funds managed by Wise Equity are typically involved in Leverage Buy-Out and capital increase transactions, dedicated to companies that are leaders in their niche markets. The two major objectives are to lead "build-up" transactions, in order to enhance competitive-ness and profitability, and to push the international development. Wise Equity, controlled by the management team, has currently two funds under management:

-Wisequity III, with commitment exceeding 180 M€, has two remaining companies in the portfolio: NTC and Controls, having realized the investments held in Eidos Media, Kijan, Primat, Biolchim, Colcom Group and the majority of its stake in Alpitour.

-Wisequity IV, with commitment of 215 M€, is invested in eight companies: Corob (partially divested), Imprima, Tap), Tatuus Racing, Aleph, Trime, Innovery and Waycap.

-Wisequity V, which completed the fundraising in July 2019 with a hard-cap of 260 M€.

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FOR FURTHER INFO

Ufficio stampa - Wise Equity SGR

Close to Media – *company founded by Elisabetta Neuhoff*

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