



Press Release

WISE EQUITY ACQUIRES VITTORIA

Wisequity V's second acquisition targets a historic Italian brand – a world leader in bicycle tires

Milan, 11 July 2020 – **Wise Equity**, the management company for the **Wisequity V Fund**, announces the acquisition of **100% of Vittoria** – a global leader in high-end bicycle tires.

This is the second acquisition by the Wisequity V Fund, which last year raised Euro 260 million in less than two months.

The well-known brand is a point of reference for amateurs and professionals in the cycling world. Vittoria was founded in 1953 in Madone, in the province of Bergamo, and was acquired in 1990 by the current chairman, **Rudie Campagne**. Over the past 30 years, Vittoria has experienced extraordinary growth, becoming the world's leading producer of bicycle tires, both for street use and mountain bikes. Today, Vittoria produces more than 7 million tires per year and has annual revenues of approximately Euro 60 million. Vittoria is a global company with proprietary production facilities, in-house Research and Development and a sales and distribution network that ranges from North American to Asia, passing across Europe.

With this change in ownership, Vittoria plans to continue its growth and consolidate its leadership in the development of technologically avant-garde products and materials.

Wise's entry in the share capital, in addition to bringing fresh resources for growth, fosters new leadership: **Rudie Campagne**, at the age of 76 and after a long and successful entrepreneurial adventure, hands the reigns over to **Stijn Vriens**, who will become the new group Chairman and CEO and will co-invest alongside Wise Equity.

The acquisition was overseen by Wise Equity partner Paolo Gambarini and Bruno Barago, investment manager.

Paolo Gambarini, **Wise Equity** Founding Partner, said "We are proud and enthusiastic that we have invested in a leading company in its sector, which possesses a young and dynamic management team. Together, we plan to implement a development strategy relying on both organic and external growth and aim to make the Group even more international and complete in terms of technology and product offering. We believe that the company has enormous room for growth and we are ready to contribute the resources necessary to that end."

Rudie Campagne stated: "Vittoria is an Italian treasure to safeguard, as with other Italian jewels in the motoring and sports car sector. My partners and I wanted to bring the brand home to Italy, the cradle of the cycling world. I feel that the hand-over to Wise completes the cycle."

Stijn Vriens, future CEO and Vittoria shareholder commented: "Vittoria represents a reference brand in the sport and will absolutely remain as such. But the group also sees great growth opportunities in the future of urban mobility and E-bikes. This is a very exciting sector that is in constant evolution and where our graphene tire technology, developed for racing bicycles, can become our great competitive advantage. Graphene guarantees long-lasting tires and avoids punctures, ideal characteristics for city and E-bikes.

Advisors:

For Wise Equity:

Legal Advisor: Simmons & Simmons

Fiscal and Accounting Due Diligence: KPMG

Transaction Structure: Spada Partners

Wise Equity SGR SpA

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For Vittoria:

M&A Advisor: K Finance

Legal Advisor: Fieldfisher

Fiscal Advisor: Studio Derosa and Partners

Vittoria's Honors

Vittoria's tires have been a point of reference for both professional and amateur athletes in the competitive cycling world for over 60 years: 41 global successes including the Tour de France, Giro d'Italia, La Vuelta, Milano-Sanremo, Parigi-Roubaix.

With over 81 Olympic medals, 32 of which gold, and a race assistance team that supports 70 cycling events a year, Vittoria has consolidated its image in the cycling world.

Research and Technology

Thanks to an advanced proprietary research and development center, Vittoria has become the leader among cycling tire manufacturers. The company offers a complete range of high-performance tires and wheels for the street, mountain bike and gravel worlds.

Vittoria was the world's first company to use graphene in tires – one of its biggest competitive advantages. Graphene is both highly resistant and very light-weight - 200 times stronger than steel and 200,000 thinner than a single human hair.

The company has just launched a new line of tires with its "Battery Saving Compound", another revolutionary technology that will increase E-bike range and battery life.

Bergamo Headquarters and Asian Plants

The agreement with Wise Equity includes the decision to move Vittoria's headquarters from Asia to Bergamo, in the heart of Italian sport cycling. The group recently invested Euro 7 million in state-of-the-art facilities in Bergamo, including offices, an advanced test center and logistics warehousing, thus returning the know-how and company leadership to Italy.

Vittoria's production remains in Bangkok, Thailand where the group has two highly modern production plants totaling 100,000 square meters.

Moreover, in January 2013, the company completed a new plant dedicated to the production of compounds, which also hosts the world's most innovative research and development center dedicated to the cycling sector.

About Wise Equity SGR S.p.A.

Wise Equity (www.wisesgr.com) specializes in managing closed-end Private Equity funds that invest in small and medium-sized companies with a focus on Italy. The funds managed by Wise equity typically invest through leveraged buyouts and capital increase transactions and target companies that are leaders in their niche markets. The two major objectives are to increase a company's critical mass through "build-up" transactions in order to enhance competitiveness and profitability, and to foster international development. Wise Equity, owned by its management team, currently has three funds under management: Wisequity III, with committed capital of over Euro 180 million and one investment remaining in its portfolio – NTC– after having completed disinvestments in Eidos Media, Kijan, Primat, Biolchim, Colcom Group, Controls and the majority of its position in Alpitour. Wisequity IV, with committed capital of Euro 215 million has invested in eight companies: Corob (partially divested), Imprima, Tapi, Tatuus Racing, Aleph, Trime, Innoverly and Waycap. Lastly,



Wisequity V, which completed its fundraising in July 2019 reaching its hard cap of Euro 260 million, has already completed two acquisitions: Fimotec and Vittoria.

About Vittoria

Vittoria is an international group producing premium cotton tubular tires since 1960. Vittoria has built prestigious partnerships within the cycling industry and has created a distinct brand image. Today, Vittoria is one of the world's leading manufacturers of bicycle tires with annual production of more than 7 million tires and 900,000 high-performance tubular and cotton tires. Its R&D center develops the best racing tires at all levels. Vittoria entered the premium wheel market in 2014.

Vittoria's worldwide commercial operations are divided among three distinct regions: Vittoria S.p.A. is responsible for Europe, Middle East and Africa (EMEA) and Latin America (LATAM), Vittoria Industries North America Inc. is responsible for North America and Vittoria Asia Pacific is responsible for the Asia-Pacific region. Vittoria carries out manufacturing and R&D activities at its fully owned 100,000 square meter plant in Bangkok, Thailand.

For additional information

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