

# CORPORATE NEWS

## FOR IMMEDIATE RELEASE

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SelleRoyalGroup

Selle Royal Group, the private Italian world leader in premium branded saddles, bike parts and accessories, has retained UBS to select a financial partner with the objective to further accelerate company growth, along the lines defined by the current shareholders and management.

In 2019, Selle Royal recorded euro 130 mln revenues and euro 14.6 mln ebitda.

Over 90% of the business is generated internationally leveraging a multi-brand / multi-channel / multi-segment business model taking advantage of four production plants in Italy, China, Brazil and United Kingdom and five R&D Centers.

Preliminary offers are expected by mid February.

Selle Royal Group, owner of the prestigious iconic brands Fi'zi:k, Crankbrothers, Brooks and PedAL ED, was founded 60 years ago by the Bigolin family and is headquartered in Pozzoleone, Vicenza.



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#### About Us

Selle Royal started in 1956 as a small workshop for bicycle saddles, founded in Vicenza, Italy by Riccardo Bigolin. Today, this company has become one of the most admired Groups in cycling, with brands for each market segment and end-user, from urban/city/comfort to MTB, road and touring. With sites in Italy, UK, California, Taiwan, Brazil and China, the Selle Royal Group is currently engaged in the development, production and marketing of bicycle saddles and accessories, hard goods such as seat-posts, handlebars and wheels, as well as cycling clothing and soft goods including bags and cycling shoes under the brands Selle Royal, fi'zi:k, Brooks England, Crankbrothers and Pedaled, each an iconic reference point to diverse cycling communities.

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