

Press release

Freudenberg Home and Cleaning Solutions acquires Vermop

- **Vermop becomes part of Freudenberg Group**
- **Acquisition strengthens growth course of the Professional Division**

Weinheim, July 11, 2023. The Professional division of Freudenberg Home and Cleaning Solutions, which includes the Vileda Professional brand, took over Vermop on 10 July 2023. The contract for the acquisition had been signed back on May 17, 2023. The antitrust authorities have now approved the transaction.

Headquartered in Weinheim, Germany, Freudenberg Home and Cleaning Solutions, is one of the eleven business groups of the globally active Freudenberg Group. “We are delighted that this acquisition will enable us to successfully continue our national and international growth strategy and tap into new potential,” said Karin Overbeck, CEO of Freudenberg Home and Cleaning Solutions. “We complement each other perfectly in terms of our focus, thus creating a strong national player in the German market with very good international prospects,” explained Isabel Merkel, President Professional at Vileda Professional. All Vermop businesses will continue to operate as usual. The full integration of the brand into the group is to be implemented in the course of the coming year.

Vermop, with its nearly 330 employees, offers modular cleaning systems and products for cleaning professionals that are well established on the market. The company that has its headquarters in Gilching near Munich and production facilities in Wertheim, Baden-Württemberg, has a strong culture of customer proximity and

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is highly innovative. Vermop had sales of around EUR 46 million in 2022.

About Freudenberg Home and Cleaning Solutions

Freudenberg Home and Cleaning Solutions is a leading global supplier of branded cleaning systems as well as household and laundry care products whose advanced solutions make the lives of millions of consumers around the world easier. The portfolio includes brands like Vileda· Vileda Professional, O'Cedar, Oates, Gimi, Gala, Wettex and Marigold. With a leading market position in almost all of the countries in which it operates, the company generated sales of more than EUR 1.2 billion and employed about 3,300 people in 2022. New, effective products and distribution channels, technical innovations and a strong customer focus have been the company's key success factors for many years. They are supported by extensive market and customer research on an international basis, innovation centers and production plants around the world and a distribution network in more than 35 countries.

About the Freudenberg Group

Freudenberg is a global technology group that strengthens its customers and society long-term through forward-looking innovations. Together with its partners, customers and research institutions, the Freudenberg Group develops leading-edge technologies and excellent products and services for about 40 markets and for thousands of applications: seals, vibration control components, batteries and fuel cells, technical textiles, filters, cleaning technologies and products, specialty chemicals and medical products.

Innovation strength, strong customer orientation, diversity, and team spirit are the cornerstones of the Group. The 170-year-old company lives by its core values: a commitment to excellence, reliability and pro-active, responsible action. In 2022, the Freudenberg Group employed over 51,000 people in around 60 countries worldwide and generated sales of more than €11.7 billion. For more information, please visit www.freudenberg.com