

SOFIDEL FINALIZES ITS ACQUISITION OF THE HAKLE BRAND AND OTHER BRANDS IN GERMANY

This acquisition represents a significant step forward on the German consumer brands market and also allows Sofidel to enter a new category, moist toilet tissue.

Porcari (LU), Italy, 03 May 2023 – **Sofidel**, one of the world's leader in the manufacturing of paper for hygienic and domestic use, best known in Italy and Europe for its Regina brand, is pleased to announce that, after clearance by the German Antitrust Authority, it **has finalized the acquisition from Hakle GmbH of the brands Hakle** (toilet tissue segment), **Hakle Feucht** (moist toilet tissue segment) **Dick&Durstig** and **Servus** (kitchen towel segment).

The agreement between Sofidel and Hakle GmbH was originally announced on 29 March.

Sofidel has fully completed the acquisition of the brands, along with the IP (intellectual property) rights and Domains.

"Thanks to this acquisition, we significantly strengthen our positioning on the German market for toilet tissue and kitchen towels, and also enter a new category, moist toilet tissue", says **Philippe Defacqz, Sofidel Vice President Marketing&Sales – Brand**.

Hakle is one of the most loved brands in the German toilet paper market. Produced since 1928, Hakle is **the second largest brand in its segment**.

Sofidel Group

The Sofidel Group is one of the leading manufacturers of paper for hygienic and domestic use worldwide. Established in 1966, the Group has subsidiaries in 13 countries – Italy, Spain, the UK, Ireland, France, Belgium, Germany, Sweden, Poland, Hungary, Greece, Romania, and the USA – with more than 6,000 employees, net sales of 2,095 million Euros (2021) and a production capacity of over one million tonnes per year (1,440,000 tonnes in 2021). "Regina," its most well-known brand, is present on almost all the reference markets. Other brands include: Softis, Le Trèfle, Sopalin, KittenSoft, Nalys, Cosynel, Lycke, Nicky, Papernet. A member of the UN Global Compact and the international WWF Climate Savers programme, the Sofidel Group considers sustainability a strategic factor with regards to growth and is committed to reducing its impact on natural capital and maximising social benefits, setting as objective the creation of shared added value for all stakeholders. Sofidel's greenhouse gas (GHG) emissions reduction targets to 2030 have been approved by the Science Based Targets initiative (SBTi) as consistent with reductions required to keep warming to well-below 2°C, in line with the goals of the Paris Agreement.

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Sofidel is a WWF Climate Savers member

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