

## EVOCA GROUP ACQUIRES PROVENERO GMBH

Valbrembo (Bergamo, Italy), July 31st 2023 – EVOCA S.p.A. (“**EVOCA**”), a world-leading manufacturer of professional coffee machines, announces the acquisition of the entire share capital of Provenero GmbH (“**Provenero**”).

Based in Steißlingen, Provenero is one of the largest distributors of professional coffee machines in Germany. The company, since its establishment in 2010, is the official distributor of Saeco and Gaggia Milano coffee machines in the professional segment.

The acquisition bolsters EVOCA’s position in the German market in the highly competitive Office Coffee Service and Ho.Re.Ca. segments. Leveraging on Provenero’s expertise and well-established presence in the marketplace, Evoca aims at strengthening the relationship with the clients, sharing the most recent market dynamics and making them part of the evolution of the Saeco and Gaggia Milano product and services value proposition.

Andrea Zocchi, Chief Executive Officer of EVOCA S.p.A., stated: “The acquisition of Provenero strengthens our development strategy in the Office Coffee Service segment under the Saeco brand, leveraging on recently launched new machines like *Magic* and the associated digital solutions (*Saeco Pro.Up*). At the same time, the Gaggia Milano traditional machines business will benefit from synergies within the Group to further penetrate the respective market channels.”

Thomas Wildoer, owner and Managing Director of Provenero, said: “We are delighted to have reached an agreement with the Evoca Group, as it will facilitate the natural evolution of a strong brand like Saeco and Gaggia Milano in the German market and ensure our clients benefit from a continuously enhanced service to provide a great coffee experience for consumers when they are out of home.”

The agreement was signed on July 31st. The final closing is planned for September 30th. Business as usual is guaranteed by the current organizational structure.

Evoca Group is the world leader in the production of professional coffee machines and boasts the most complete range of products for out-of-home consumption.

The Group’s offer covers three segments coffee machines for the Horeca sector (Hotel, Restaurant, Cafeteria), small automatic coffee machines for the OCS (Office Coffee Service), automatic dispensers (Vending) of coffee, snacks and cold drinks.

The main Group brands covering these segments are: Gaggia Milano for Horeca, Saeco for OCS and Necta for Vending. Additionally, the Group promotes its products under the brands Wittenborg, Cafection, Visacrem, Futurmat, Ducale, Macas, and Newis which operate in specific geographical areas through dedicated product ranges always providing a perfect consumer experience. Common features of all the Group’s brands are the focus on coffee, advanced technologies and digitisation supported by significant investments in research and development. All this for the benefit of a rich value proposition made available by an articulated distribution platform and an important after-sales service network. The Group has 6 R&D centres and has registered over 600 patents.





Based in Italy (Valbrembo - Bergamo), Evoca operates globally with 9 production sites and 16 branches in Europe, Asia, Oceania and America for a widespread coverage of the markets. Today more than 10,000 customers in over 140 countries around the world appreciate the products of the Group's brands.

Provenero GmbH, founded in 2010, is the general importer in Germany for the distribution of coffee machines as well as spare parts and accessories of the brands SAECO and GAGGIA MILANO for the commercial B2B coffee machine market. The comprehensive product and brand portfolio enables Provenero to act as one of the most important reference suppliers in all relevant market segments with an unparalleled breadth and depth of product offering. Provenero has a solid and long-standing customer base and, in addition to innovative products, offers its partners a comprehensive range of services. Provenero stands for innovative brands and products, combined with professional service, fast response times for their customers and efficient on-site services.

