

Wienerberger strengthens its position in the Nordic countries

- › Value-creating growth step in the Nordic facade market
- › Wienerberger acquires two brick producers and the distributor Egersund, one of the most recognized brick brands in Denmark
- › Focus on growth in the Nordic facade business

Vienna, September 30, 2019 – Wienerberger has strengthened its market position in the attractive Nordic facade market through value-creating acquisitions. Wienerberger has acquired Vesterled and Helligsø, two brick producers with a long-standing tradition in the Nordic countries operating highly efficient production sites in Denmark. Moreover, Wienerberger has acquired Egersund, the distributor of one of the most recognized brick brands in Denmark. Commenting on the most recent acquisitions, Heimo Scheuch, CEO of Wienerberger Group, said “With these acquisitions, we are taking a significant step toward further growth and strengthening our position in the Nordic facade market. We are enhancing our portfolio through innovative solutions and by expanding our distribution platform we further improve our services for our customers. As a result, we are creating the best possible foundations for continued profitable growth in the region by offering innovative and sustainable facade solutions.” Synergies are expected to be generated in distribution, production and administration.

Vesterled operates a highly efficient production site for facing bricks and ceramic accessories at Sønderborg in southern Denmark. Helligsø has a production site in Northern Jutland in the north of the country. The product portfolios of the two producers comprise innovative, high-quality facing bricks and ceramic accessories for residential construction as well as commercial and public building projects. The products are marketed via Egersund, a distribution company operating under one of the most-recognized brick brands in Denmark and which ideally complements Wienerberger’s existing market presence.

Wienerberger currently operates two production sites in each of Denmark and Sweden, and one in Finland, employing a regional labor force of approximately 200. Wienerberger and the newly acquired companies generate combined revenues of € 95 million in this strategically important region. By strengthening its position in the Nordic facade market, Wienerberger ensures that a satisfactory level of profitability will be achieved on a sustainable basis.

The acquisitions are part of a value-creating growth strategy, meet Wienerberger's investment criteria, and directly contribute to the Group's net profit. The contracting parties have agreed not to disclose the purchase price. The closing of the transaction is subject to approval by the German Federal Cartel Office.

Wienerberger Group

Wienerberger is the world's largest producer of bricks (Porotherm, Terca) and the market leader in clay roof tiles (Koramic, Tondach) in Europe as well as concrete pavers (Semmelrock) in Central and Eastern Europe. In pipe systems (Steinzeug-Keramo ceramic pipes and Pipelife plastic pipes), the company is one of the leading suppliers in Europe. With its total of 195 production sites, Wienerberger Group generated revenues of € 3.3 billion and EBITDA of € 470 million in 2018.

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