



Number of pages: 2

## PRESS RELEASE

### Accell Group acquires Batavus distributor in Germany

**Heerenveen (the Netherlands), 6 January 2010 - Accell Group N.V. announces that agreement has been reached on the acquisition of all shares in Bäumker & Co. GmbH (“Bäumker”). Bäumker is a trading company in bicycles, bicycle parts and accessories and based in Rheine, Germany and is among others distributor for Batavus. Bäumker operates in its home market via a close regional network of dealers, generally in northern and middle Germany. Accell Group will finance the acquisition from its own resources and the company will be consolidated effective as of January 2010. The current management of Bäumker will remain in place after the acquisition.**

René Takens, CEO of Accell Group: *“Bäumker is a strong player in the market for bicycles and bicycle parts in Nordrhein-Westfalen. Through acquiring its distributor, Batavus will be able to - besides the existing sales of Bäumker - expand her commercial activities in Germany that are complementary to Accell Group’s existing sales channels. This also offers more opportunities for the sale of E-bikes”.*

Bäumker ([www.baeumker-bikes.de](http://www.baeumker-bikes.de)) supplies retailers and specialist stores of bicycles and bicycle parts. Since its incorporation in 1931, the company has built a reputation as a reliable and respected supplier. Bäumker has around 35 employees and recorded a turnover of around € 10 million in 2008 with a modest profit.

/ / / / / / / /

#### **Profile Accell Group**

Accell Group is an international group of companies active in the design, development, production, marketing and sale of innovative and high-quality bicycles, bicycle parts and accessories and fitness equipment. Accell Group’s brands have recognisable added value for consumers, the long tradition in their respective markets often playing an important part. With familiar brand names such as Batavus, Bremshey, Ghost, Hai, Hercules, Koga-Miyata, Lapierre, Loekie, Redline, Sparta, Staiger, Tunturi, Winora and XLC the companies have strong positions in the middle and higher segments of the market. Sales to consumers mainly takes place through the specialist trade.

Accell Group has production sites in the Netherlands, Germany, France and Hungary. Its core markets are the Netherlands (44% of turnover), Germany (23%) and France (10%). Other EU countries, such as Belgium, Denmark, Finland, Austria, Spain and the United Kingdom, account for 15%. The remaining 8% of turnover comes from countries outside the EU, such as Switzerland, the United States and Canada.

Accell Group is market leader in Europe in the bicycle market and is at the top end of the market for ‘home use’ fitness equipment. Its turnover came to € 538.0 million in 2008 and its net profit € 28.6 million. Accell Group shares are traded on Euronext Amsterdam.



**For further information:**

Accell Group N.V.

René Takens, chairman of the Board (CEO) tel: (+31) 0513-638701

Hielke Sybesma, member of the Board (CFO) tel: (+31) 0513-638702

Website: [www.accell-group.com](http://www.accell-group.com)

\* \* \*  
\* \*  
\*