



GRUPPO CIMBALI

Press release

Gruppo Cimbali looks East

In September 2011 the Gruppo Cimbali will open its direct representative office for the Asian Markets in Hong Kong

Binasco July 4th 2011_ Given the strategic importance of the Asian markets, Gruppo Cimbali, world leader in the design and production of espresso coffee and cappuccino machines, will open a representative office in Hong Kong to develop a solid presence in this area.

This decision will enable the company to study the Asian markets, evaluate opportunities and be part of a wide-ranging and diversified trading system in both geographical and economic terms.

This is also the background to the strategic partnership which Gruppo Cimbali has recently agreed with GEW company, which will be the exclusive distributor for Casadio products range in China, also guaranteeing comprehensive technical support.

GEW will also produce some Casadio products for the Chinese market, under licence of the Group, whose components are supplied by Gruppo Cimbali.

"The opening of our representative office is an exciting project because we are undertaking both a business and a cultural challenge – said Massimo Faravelli, CEO of Gruppo Cimbali. The Asian markets represent a great business opportunity with high growth rates, due also to the vast market area. Gruppo Cimbali will sound out the needs and tastes of the people in these areas in order to enter in real terms a potentially very attractive, albeit different, market."

Direct presence on the ground will enable Gruppo Cimbali to explore the prospects of the Asian market, via a strategic partnership that will lead to a greater understanding and development of business opportunities and methods, preserving the typical quality values of Italian products which are so important and widely appreciated, especially in the world of coffee.

Gruppo Cimbali is a world leader in the production of espresso coffee and cappuccino machines and professional equipment for bars and catering. Under the brands La Cimbali, Faema, Casadio and Hemerson, and with approximately 600 employees and 4 factories in Italy, Gruppo Cimbali SpA operates in over 100 countries and exports over 70% of its production via sales branches in France, Spain, Portugal, UK, Germany and USA, a representative office for the Asia Pacific area and a network of over 700 sales and customer service centres.

Inside Gruppo Cimbali, the Casadio brand is the one with the vocation to serve the customers close to the end user, thus minimizing the length of the distribution chain and ensuring adequate pay-back for low-selling locations. The Casadio brand is also the specialist for coffee grinders, machines for soluble drinks and ad hoc solutions for coffee roasters.

GEW, which has been operating on the Chinese market under the brand WelHome for over 30 years, is a manufacturer of electrical household appliances and professional equipment, with an R&D department comprising over 50 technicians. It is based in Hong Kong and has been operating on the market for over 30 years with 2 factories and approximately 1800 employees.

It operates on the Chinese market with a network of 230 sale outlets concentrated in the main towns. The company also works as a subcontractor for prestigious multinational clients such as Cuisinart, Philips, Braun, Sunbeam, Electrolux, Cloer, DeLonghi, Kenwood and Alessi.

GEW holds KEMA certification, a globally recognised mark for testing and certifications in the industrial sector, and it is also certified ISO 9001-2000 and ISO 14000.