

## Acquisition of 59 % of the German Distec GMBH

In a highly competitive and concentrated market environment, Prismaflex International announces the signature of a letter of intent to acquire 59% of the German Distec GmbH.

Distec has long been a competitor for Prismaflex International on the Outdoor Advertising market (hardware) and has a strong position on both the German and East-European markets.

Based in Heinsberg (North Rhine-Westphalia), Distec employs 10 people and has had to adapt to the financial crisis. It has seen its turnover fall from over €10 million in 2008 to around €2 million in 2009 and 2010. The current owner Michael Schoening shall continue to direct activities and remains shareholder.

As a manufacturer of scrolling signs and display columns, Distec was looking to join forces with a strong well-established Group offering a complete line of products (print and hardware) and an international presence.

For Prismaflex International, the geographical complementarity was a determining factor in the choice for Distec. A number of value-creating synergies will be developed between the two structures.

Next press release: Annual Sales figures May 5, 2011 after closure

**PRISMAFLEX INTERNATIONAL**  
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