

Expansion to France: Finnish Distributor Duell takes over Tecno Globe

- Major French B2B vendor of high-tech products for motorcycles and bicycles
- Strong trade network offers access to more than 4,000 dealers
- Tecno Globe business strategy is the perfect match for Duell

(Mustasaari, Finland, August, 26th 2021) The biggest distributor for powersport parts and garments in the Nordics, the Duell Bike-Center Group, has taken over Tecno Globe SAS, the major French B2B vendor of high-tech products for two-wheelers. By entering the French market, the Finnish company is continuing its strong expansion course into Central and Southern Europe, which began in 2019. Tecno Globe, founded in 1995, has a strong reputation with customers and suppliers and delivers to a network of over 4,000 dealers in France. Tecno Globe's main business field is in high-tech electronic products such as alarm systems, GPS-supported navigational and tracking systems for motorcycles and bicycles. Tecno Globe offers more than 25 top brands, including blue chip brands such as Cardo, Tomtom, Garmin and Bryton. Furthermore, Tecno Globe have also developed its own brands, such as the CTR, Racedream and Ubikha. In addition, Tecno Globe is also the French market leader for mobile phone accessories with brands like TIGRA, RAM Mounts and the new promising French brand Shapeheart. Finally, Tecno Globe also supplies an electronic airbag systems from the premium brand Allshot. The efforts of Tecno Globe are also shown in the companies outstanding business development: during the last 5 years the company has increased its turnover by 108 percent. In 2020 Tecno Globe achieved a turnover of 21.4 million euro (fiscal year 1-12/2020). Tecno Globe will continue to operate independently under its own name but under the umbrella of the Duell Bike-Center Group. Tecno Globe founder and former owner, Fabrice Chrétien, will be involved as advisor for the future business strategy. Also Tecno Globe CEO Dennis Becker will continue to run the daily business and further development in the future. One of Becker's next major goals will be the smooth transition of Tecno Globe into the European-wide Duell Bike-Center Group. All 39 employees are retained.

Since 2019, the Duell Bike-Center Group has been on a strong expansion course into the most important motorcycle markets outside the Nordics. After a realistic analysis of the market opportunities, Duell grows in the respective countries by its own power, through start-ups or the takeover of successful companies. Jarkko Ämmälä, CEO of the Duell Bike-Center Group, explains the plans behind the takeover of French Tecno Globe: "France is one of the key markets in Europe and with Tecno Globe we have been able to gain a well known distributor who has made a strong name over the past 25 years by strong strategic visions and hard work. This business philosophy fits perfectly with our company, so that Tecno Globe will continue to supply the French trade independently and without changes in the future. I am convinced that both companies will profit from the very strong synergies and the power of joined forces in the short and longer terms. Many products, as well as the entire bicycle category, are also interesting for Duell outside of France. We will also check which products from the Duell range are suitable for distribution in France and we are going to offer also the Duell house brands exclusively. I'm more than happy to welcome our new colleagues with large experience and knowledge of the French motorcycle and bicycle market".

Fabrice Chrétien, founder and former owner of Tecno Globe is looking forward to the future under the umbrella of the Duell Bike-Center Group: "If you have successfully built up a business like we

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have over 25 years, then you put a lot of heart and soul into the company and you don't give that away easily. But the chemistry with Duell was right from the start and we run our business with the same spirit. With Duell, Tecno Globe gains a strong new owner who enables us to successfully continue our existing business model, but also offers a perspective to expand step by step and to include additional categories."

Dennis Becker, CEO of Tecno Globe, also stands for the continuation of the successful business model and remains responsible for the day-to-day business and further development in France. He is looking forward to conducting the smooth integration of the French B2B vendor into the Finnish driven company group: "We will continue to focus on our successful business model also in the future. I am particularly looking forward to merging the French corporate culture with the Nordic way of doing business. Since I feel at home in both worlds, I know the special mentalities and know how to bundle the specific strengths." Dennis Becker most recently worked for the Swedish traditional company MORAKNIV as Global Sales and Marketing Director.

Duell offers its trading partners a comprehensive portfolio with all the necessary product groups that are necessary for the maintenance and upgrading of motorcycles. In addition, Duell offers motorcycle garments, helmets and the full range of protective equipment. The list of well known brands that Duell has in its portfolio is long. The highlight in the product portfolio are the traditional Swedish brands for motorcycle garments, Halvarssons and Lindstrands. In the coming years, Tecno Globe and Duell will analyse which product groups can also successfully be established in France.

Healthy and long-term growth are more important than quick success

It was only in July that Duell took over the Dutch distributor IGM Trading B.V. and the associated German Grand Canyon GmbH. Despite the rapid expansion steps this year, Duell wants to remain true to its almost 40-year company philosophy, as Ämmälä explains: "With all the passion for powersport that everyone at Duell has, we are also calculating businesspeople. It will not be easy to compete in the already heavily occupied markets in Central and Southern Europe. Therefore, we put healthy, long-term growth instead of quick, but possibly only short-term success. "

An important part of the Duell business strategy is to build up local logistics centers that guarantee short connections and fast delivery times. In addition to founding regional subsidiaries, the takeover of existing trading companies is also part of the Duell business model. Duell's main shareholder, the Finnish financial investor Sponsor Capital, provides the necessary financial power for the mammoth project in Central and Southern Europe over the next years to come.

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From left to right: **Fabrice Chrétien**, founder and former owner of Tecno Globe, **Jarkko Ämmälä** CEO of Duell and **Dennis Becker** CEO of Tecno Globe.

Duell Bike-Center Oy is an import company based in Mustasaari, Finland and established in 1983, whose imported and manufactured products are sold through an extensive distribution network in Finland, Sweden, Norway, Denmark, Estonia, Latvia, Lithuania, the Netherlands, Belgium, Germany, the UK, Spain, the Czech Republic, Romania and Russia. Duell's range of imported products includes all motorcycling, snowmobiling and boating equipment, accessories and spare parts. It also includes equipment, accessories and spare parts for ATVs/UTVs, mopeds and scooters. Duell's modern logistics centres are situated at Mustasaari in Finland, Tranås in Sweden, Hengelo in the Netherlands and Montpellier in France. The Group currently employs more than 150 people internationally.

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