

Press Information

Recaro Holding and Artsana Group sign license agreement for premium child seats and strollers

Stuttgart, Germany/Grandate, Italy. Recaro Holding GmbH, the holding company of the Recaro Group, and Artsana Group, a multinational group mainly active in the baby care segment, signed a global license agreement relating to the development, production and distribution of premium child seats and strollers under the Recaro brand.

Under the agreement, Recaro Holding as licensor grants Artsana Group as licensee a long-term license for the exclusive, worldwide use of the Recaro brand for high-quality child seats and strollers, once the transaction has been completed.

Artsana Group, headquartered in Italy, is an international group focused on the baby care segment and has achieved a leading market position over the past 60 years. Today it markets brands in more than 150 countries with 10,000 employees worldwide.

In connection with the license agreement, Artsana Group will take over the existing Recaro Child Safety product portfolio and the related child seat know-how in order to maintain the existing premium market positioning and will continue to develop new products in line with the Recaro brand heritage. With this agreement, Artsana Group will be able to expand its position in the juvenile business and strengthen its presence in key markets, especially in Central and Northern Europe.

Claudio De Conto, CEO of Artsana, said: “I am proud to add a premium brand like Recaro to our portfolio. We will respectfully enhance this strong brand combining it with the innovation capability that has always characterized the development of all our products. We look forward to starting this exciting project that will strengthen our share in the premium market segment and will expand Artsana’s position in the juvenile business in Central and Northern European key markets.”

Martin Putsch, Shareholder and CEO of the Recaro Group, explained: “After an in-depth evaluation of potential license partnerships we are convinced to have found the ideal partner for the Recaro brand in the juvenile business. Both companies share the same values, quality standards and care for their customers.”

The transaction is expected to be completed during the course of the next weeks following the approval of antitrust authorities.

About Recaro Group

The Recaro Group comprises the independently operating divisions Recaro Aircraft Seating in Schwäbisch Hall and Recaro eGaming in Stuttgart as well as the Recaro Holding located in Stuttgart. The Group’s consolidated sales amounted to 540 million euros in 2017. Currently the Group employs more than 2,400 employees at its locations around the world. The automotive seating business is operated by the licensee Recaro Automotive Seating.

About Artsana Group

Artsana Group was founded in 1946 by Cavaliere del Lavoro Pietro Catelli and is headquartered in Grandate, in the province of Como (Italy). The Group has around 10,000 employees working in its 21 branches around the world and at its five European production units. The Group sells its brands in over 150 countries, with over 400 Chicco sales outlets and many local distributors and dealers. In 2017, the Group achieved consolidated revenues of over 1,700 million euros generated in the business segments baby and health care. The

Group's main brands include: Chicco, Neo Baby, Boppy, Fiocchi di Riso and Fisiolact for the baby care segment; and Pic Solution and Control in the health care segment. Since 2017, Artsana also owns 100% of Prenatal Retail Group, which is active in the baby and children's products sector through the brands Prénatal, Toys Center, King Jouet and Bimbo Store. Since June 2016, Artsana Group has been owned 40% by the Catelli family and 60% by Investindustrial, a leading European investment firm with capital of over 6.8 billion euros deriving from investments in its funds.

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