



Press release

Bolton group has reached an agreement to acquire madel, an italian company known for its winni's sustainable products.

Following the acquisition of Wild Planet Foods in the United States, the Group continues its sustainability-oriented growth strategy with the acquisition of Italy's leading company in the creation of low environmental impact products in the home care sector.

Milan, 29 November 2021 - Bolton Group announces that it has reached an agreement for the acquisition of Madel, a company recognized for its strong commitment to high-quality home care products with a low environmental impact. This new acquisition will be completed after approval by the responsible anti-trust authorities and will allow Bolton Group to significantly strengthen its position in the home care sector, becoming a leader in the low environmental impact segment in Italy.

The Group will also acquire an important know-how in the research and development of green products and, with the integration of the Madel production site, will also strengthen its production capacity in this sector, which has always been strategic for Bolton.

The operation is part of the Bolton Group's broad growth strategy, which focuses on international development and environmental and social sustainability.

"This new acquisition is part of the company's strategic plan to grow while respecting the environment, the people and the communities which we operate. Sustainability is a fundamental value for us that we want to continue to transmit to our consumers through the commercialization of high-quality products that at the same time represent a tangible asset in the development of new production and consumption models". - Says Giuseppe Morici, CEO of the Bolton Group.

Madel is an Italian family company founded in 1977 near Ravenna, where it employs over 130 people. The company has a strong presence in the Italian home care market. Bolton will continue to support the Winni's, Pulirapid, Disinfekto and Smacchiotutto brands, ensuring solid growth within its target market.

Maurizio Della Cuna and Giacomo Sebastiani, Madel's President and Vice President respectively, said - "Madel and Bolton Group are companies that share similar stories and values. We are both Italian family businesses that have focused their efforts on bringing excellent quality products into the homes of consumers without ever neglecting ethical and environmental aspects. Our company has long specialised in the production of sustainable products, investing significant resources in research and development to ensure high standards of sustainability for our consumers. We are thrilled to have reached this agreement with a company so close to our own and we are sure of the value that Bolton will bring to our brands."





About Bolton Group

Bolton Group is an Italian family-owned multinational company that has been producing and distributing a wide range of innovative, sustainable and high-quality consumer goods for over 70 years. Its portfolio, made up of some of the most popular brands in the Food, Home Care, Adhesives, Body Care and Cosmetics categories, boasts more than 50 successful brands that enter the homes of 100 million households every day, in more than 150 countries worldwide. Present with its product lines in supermarkets, perfumeries, pharmacies and specialty shops, Bolton Group has a turnover of almost 2.8 billion euros.

The Group relies on the contribution of 11,000 people in 59 offices, 16 factories, 7 R&D laboratories and 17 fishing vessels worldwide to produce quality products through sustainable production processes with reduced environmental impact.

Through sustainable sourcing and responsible use of raw materials, the Bolton Group operates in respect of the planet's resources to protect present and future generations, with its "We Care" sustainability plan. The Group strongly believes in economic, social and environmental sustainability and has been working for years with NGOs, organisations and associations promoting and financing projects in the areas of school education, health and scientific research, the environment, art and culture..

www.boltongroup.net

For more information

Havas PR

Ernesto Bonetti

ernesto.bonetti@havaspr.com

3489349773

