



Press release 1st of March 2013

Fountain pursues its strategic plan and announces the acquisition of Côte d'Argent Distribution, its distributor in Bordeaux

Braine-l'Alleud, 1st of March 2013 – *The Fountain Group has announced its intention to acquire Côte d'Argent Distribution, which is active in the distribution of hot beverages to companies in Bordeaux.*

Since the announcement of the launch of the KAFFA 2017 strategic plan in October 2012, the new organization has been put in place and most of the recruiting has been completed.

Jean-Yves Doin, the new Commercial Director for France, and Michel Mayart, the new Commercial Director for Benelux, are on board and have started to implement their commercial development plans.

Although the strategic plan called for a focus on organic growth over the next 2 years; this acquisition is part of achieving our strategy, which consists of creating a distribution platform covering all of the key markets in France while also making it possible for us to maintain direct contact with our clients.

Côte d'Argent Distribution is an independent distributor of hot beverages to businesses throughout the Bordeaux region. Fountain products have constituted its biggest product line for several years. The company has a complete range of products and services, ranging from canisters to automatic distribution, table top systems and water fountains. It has an annual turnover of approximately €1 million and has 9 employees.

The Fountain Group expects to finalize the acquisition over the next two months.

Information

Paul Baeck – Chief Executive Officer

(paul.baeck@fountain.eu – tel +32 2 389 08 01 or +32 497 487 081)

<http://www.fountain.eu>