



## AL-KO Gardentech strengthens its international market position

### Acquisition of the UK garden machinery supplier Rochford Garden Machinery Ltd

1. August 2018  
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**Kötz** – In order to strengthen its international market position, the German AL-KO Gardentech will acquire the UK garden machinery supplier Rochford Garden Machinery as on 1 August 2018. The parties agreed on confidentiality regarding the financial terms.

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Rochford Garden Machinery, based in Wincanton, England, is one of UK's leading garden machinery suppliers in the fields of import and sales for both domestic and commercial garden machinery. The family run business founded in 1976 in Bruton, Somerset, has been importer of AL-KO products for almost 15 years.

„We are pleased to be able to acquire Rochford Garden Machinery, one of the strongest trading partners in the UK garden machinery market for the AL-KO KOBER GROUP. Like the acquisition of the New Zealand garden equipment manufacturer Masport last year, this investment is a clear signal for a strong future of AL-KO Gardentech. The transaction significantly enhances our organic and inorganic growth targets and thus continues our positive business development over the last few years“, said Dr. Wolfgang Hergeth, COO of AL-KO KOBER SE.

The good economic situation of Rochford Garden Machinery shows a well-established and managed company. Services such as customer services, repair offer or spare parts management fully meet the AL-KO standard “Quality for life”. Rochford Garden Machinery will now be able to continue its development under the modern entrepreneurial AL-KO KOBER GROUP and to provide customers with first-class and innovative products as well as service and support.

The entry into the UK market is a logical consequence of the great market potential in specialist trade and DIY, the British affinity to online trade as well as significantly increased interest in robotic garden machineries. Thanks to its strong customer relationships on all channels, Rochford provides direct customer



access to AL-KO Gardentech, which gives further impetus for substantial growth in the UK.

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“With this merger, we will now be able to further develop the DIY and E-Commerce business and, at the same time, consistently force the innovations of smart gardening and future battery technologies. Within the corporate group, there is simply more development potential for AL-KO Gardentech and Rochford. This acquisition offers a long term perspective for employees to work in a dynamic and fast growing business.” said Dr. Wolfgang Hergeth.

„We are pleased to now have AL-KO Gardentech, our long time partner, as our new owner. This will help us to take Rochford Garden Machinery to a new level of profitability, sales and market penetration. With this merger, we have taken the necessary step and passed our business into experienced hands to ensure sustainable future development for employees and customers. We have every confidence in AL-KO Gardentech that our company will be led into a stable future and that Rochford Garden Machinery will remain a professional organisation for our employees. Furthermore, the management team around Managing Director, Stewart Anderson, will remain the same”, said Elizabeth (Dibby) Rochford, wife of founder Peter Rochford, Mark Rochford and Kerry Moore, son and daughter.

#### The AL-KO KOBER SE

The AL-KO KOBER GROUP is one of the global players among the German medium-sized companies with its business divisions "Gardentech", "Air Technology" and "Automotive". It all started with founder father Alois Kober who set up his own business with a locksmith shop in Kötz, near Augsburg in 1931. The family-owned company is meanwhile highly successful in various industries with more than 2.000 employee and locations all over the world. In 2017 the AL-KO GROUP reported a turnover of more than 300 Mio. Euros. Along with CEO Peter Kaltenstadler, COO Dr. Wolfgang Hergeth is member of the board of the innovative AL-KO KOBER GROUP.

The AL-KO KOBER GROUP is part of the PRIMEPULSE network. PRIMEPULSE is a dynamic investment holding based in Munich. Its focus is on investments in companies in promising business areas. The PRIMEPULSE Group portfolio currently covers the areas of IT, industrial automation, electronics, e-Business, automotive, air technology, and gardentech. A total of about 60 associated companies worldwide belong to the powerful PRIMEPULSE network. PRIMEPULSE pursues a long-term, value-oriented investment approach and sees itself as a strategic partner of its Group companies, actively supporting them in their growth ambitions. Behind PRIMEPULSE are Klaus Weinmann, Raymond Kober, and Stefan Kober, the founders of TecDAX-listed CANCOM SE with over 25 years of digital expertise.

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