

RUBIX

IPH-BRAMMER RENAMES AS RUBIX REFLECTING NEW COMPANY'S PROBLEM-SOLVING SPIRIT

26 June 2018 - IPH-Brammer Group, Europe's leading provider of industrial products and solutions, is pleased to announce today that it is changing its group name and brand identity to Rubix.

With a turnover of more than €2.2bn in 2017, and over 650 locations across Europe, the business is Europe's largest supplier of industrial maintenance, repair and overhaul (MRO) products and services. The change in name signifies the company's ambition to transform the delivery of industrial products and solutions across Europe for its customers.

IPH-Brammer was formed in September 2017 from the merger of IPH and Brammer, following the acquisition of IPH in September 2017 and the earlier acquisition of Brammer by Advent International. When the two groups were brought together, IPH-Brammer was adopted as the name for the group as an interim option during the integration phase. The intention has always been to identify a new brand and identity signifying what the new company will stand for going forward.

Group CEO, Martin Gaarn Thomsen said: "The launch of our new group brand marks the start of a whole new chapter for our business. We are a new company, with an agenda to transform our industry and provide innovative value-adding services and propositions for our customers. Our new brand encapsulates our ambition to help our customers in

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a smarter way and keep their businesses running smoothly.”

“The European industrial products distribution market is very fragmented, and it offers both good growth and margin prospects. There is a real opportunity for us to provide value beyond the product to our customers. With an unparalleled network that puts us closer to the customers in every corner of Europe and technical specialists who have the skills and savviness to offer value-added services, we are creating a new company with a new way of doing things.”

“Going forward, we will be known as Rubix. The name, Rubix, signifies problem solving and the creative and human approach we adopt to resolving problems and providing solutions for our customers.”

Rubix is the umbrella name for the group. In the majority of countries, the local brands will remain with the Rubix brand acting as an endorser to let customers know that these brands are part of a bigger network across Europe.

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About Rubix:

Rubix is Europe’s largest supplier of industrial maintenance, repair and overhaul products and services. It was created from the merger of IPH with Brammer in 2017, following the acquisition of Brammer by Advent International. Martin Gaarn Thomsen joined as Group CEO in April 2018.

From around 650 + locations across 23 countries, 8000 employees help to identify, install and provide a leading range of industrial products and services to more than 220,000 customers. The business had combined sales of €2.2bn in 2017 and is a leader distributor in bearings, transmission and automation, fluid power, machining, assembly, tools and protective equipment. Key market brands include: Biesheuvel Techniek, Brammer, Buck & Hickman, Giner, Julsa, Minetti, Montalpina, Novotech, Orexad, Robod, Syresa, and Zitec.

For more information visit: www.rubix-group.com

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