



Press Release

Viborg, January 4, 2019

SAMSON GROUP acquires PICHON Industries

With effect from today, Friday 4/1-2019, SAMSON GROUP takes over the activities in PICHON Industries. PICHON Industries produces a wide range of slurry tankers, implements and muck spreaders in two factories, one in France and one in Poland.

Increased Environmental Focus and Industry Consolidation

With an increased focus on utilization of natural fertilizer across Europe, the Glerup family behind SAMSON in Viborg wants to develop SAMSON further, becoming the leading European player. With the acquisition of PICHON Industries, SAMSON GROUP becomes the European largest producer of slurry tankers. "The two companies are complementing each other very well both with regards to products, production facilities and geographical distribution," says SAMSON AGRO CEO, Lars Henriksen.

The increased focus on utilization of natural fertilizer is pushing a technological development by manufactures. "A development that undoubtedly will speed up a consolidation amongst manufactures due to the financial strength needed to fund the required product development". With this acquisition SAMSON GROUP is putting themselves in a very strong position for the future." Says Mr. Junker, chairman of SAMSON GROUP.

The two brands and their product portfolio complement each other in the best possible way. The products from the factory in Viborg are mainly aimed at contractors and large animal operations, with focus on efficiency and capacity. PICHON's products are preferably designed for small and medium-sized farms and medium-sized contractors. This is distinguished by the fact that PICHON produces slurry tankers from 5 m³ up to 30 m³ using vacuum as filling technique, while SAMSON starts its program at 16 m³ and goes up to 35 m³ based on its unique ejector filling technique. A similar picture appears on the spreader side. Here PICHON starts at 8 m³ while SAMSON's newly developed US series goes up to 40 m³.

Three Factories in Three Countries

SAMSON in Viborg, has for several years, increased its turnover and volume, which has meant that factory facilities in Viborg will in the foreseeable future be



in capacity challenges. With the acquisition of PICHON Industries' factories in France and Poland, the upcoming capacity challenges in Viborg will be solved. Both the factory in France and Poland have free capacity. The complete factory in France is only few years old and the factory in Poland thoroughly modernized within recent years. "Synergies and capacity balances between the three factories will be exploited in the coming period" says SAMSON AGRO CEO, Lars Henriksen.

Product for Everyone

With the products from the two brands, an even unseen product portfolio is established. In the future, SAMSON GROUP will be a full-line manufacturer of slurry tankers, implements and manure spreaders as well as mixers for all categories of livestock farmers and agricultural contractors in Europe.

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