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SODAL CONTINUES ITS EXPANSION DOWN UNDER

SODAL, the Belgian manufacturer of sealants, foam and adhesives confirms its strategic vision by expanding into the Australiasian region with the opening of a new affiliate in Sydney. Herewith Australia becomes the 44th Soudal branch worldwide. As of March 1st 2014, Soudal acquires a majority share in Soudis, its former importer. Soudis has been Soudal's exclusive importer in Australia for many years and had already established a solid reputation as a reliable partner for distributors in both professional construction and the Retail market.

In order to be fully integrated in the worldwide structure of the Soudal group, the name Soudis will evolve into Soudal Australia. The takeover of the Soudis business includes all personnel and assets and its current CEO Mr. Dean Maroun, will become the new Soudal Australia CEO.

As main objective, Soudal will strive to further develop the brands for which it is known, such as Fix ALL[®], Silirub[®] and Genius Gun[®] foam.

According to Dean Maroun "the direct involvement of Soudal in this market will open the road to a series of great innovative products that have already proven their merits in other parts of the world. We will steadily introduce these concepts, always taking into consideration the specific requirements of the Australian market."

Dirk Coorevits, Soudal's CEO: "Through this majority shareholdership, Soudal wishes to deepen its presence in the Australian market. With its current population of more than 23 million inhabitants, Australia offers a great growth-potential for the future. We consider the acquisition of Soudis as the next logical step in our aim to become active worldwide."

About Soudal

Soudal is the largest independent European manufacturer of sealants, adhesives and polyurethane foam for professional and DIY users. It realizes a turnover of ca. EUR 500 million (750 million AUS) and has over 1.800 employees in 38 countries. Furthermore, the group has 11 production sites on 4 continents. Soudal, a 100% Belgian family owned company headed by its founder Mr. Vic Swerts, has developed into an international player and expert in chemical construction specialties. Continued investments in R&D, a long-term vision for innovation and adaptations to local market requirements have resulted in Soudal's excellent performance, for which it was named Company of the Year in 2011.

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EXPERT IN SEALANTS, PU FOAMS AND ADHESIVES

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