

## Seves S.p.A. sells Cera System Verschleißschutz GmbH to SAMSON - C ■ H ■ Reynolds successfully advises the seller

Frankfurt a.M., 30.01.2012: Seves S.p.A., the Italian manufacturer of power transmissions, distribution insulators and glass blocks, entered into a sale agreement for its Special Ceramics Division represented by Cera System Verschleißschutz GmbH. The acquirer of the 100% stake in the producer of precision ceramic parts and system solutions using ceramic components is SAMSON, a family-owned group of companies with sales of over EUR 500 million headquartered in Frankfurt a.M., Germany. The contracting parties agreed not to disclose the purchase price or any other deal conditions.

Cera System Verschleißschutz GmbH, based in Hermsdorf, Germany, is a medium-sized, well-established developer and manufacturer of ceramic lined engineered systems and technical ceramic components. Key competences include the design and construction of systems based on valves and elbows using ceramic components for highly aggressive or abrasive substances, as well as the manufacture of wear resistant parts in small and medium scale volumes. Cera System's operations and its about 100 highly qualified employees will remain unchanged at the state-of-the-art production site in Hermsdorf.

SAMSON, the new owner of Cera System is a globally recognized developer and manufacturer of measurement and control technologies with more than 50 independent subsidiaries around the world. The integration of Cera System into SAMSON Group creates operating synergies, e.g. based on SAMSON's excellent international positioning and distribution network as well as Cera's technical expertise. "Under the roof of SAMSON, Cera System will be able to fully exploit its excellent market potential and to continue its path for international growth", comments Helmut Burghardt, Managing Director at Cera System. Ludwig Wiesner, Chairman of the Executive Board of SAMSON AG, welcomes Cera System as a new group company: "This acquisition complements our product portfolio and allows SAMSON to strengthen its expertise in technical ceramics as well as to design outstanding ceramic lined valves and related systems."

The parties have agreed that the purchase price will remain confidential. According to Jean-François Vingre, CFO of Seves S.p.A, the sale of Cera System is in line with Seves Group's strategy to focus on its core businesses: "As part of our corporate realignment, we decided to spin off our non-core business unit of Special Ceramics. [...] Despite a challenging financial environment, C ■ H ■ Reynolds has managed the complex transaction process with the highest dedication and professionalism." Stefan Constantin, Partner at C ■ H ■ Reynolds adds that "[...] the limited international auction process has proven from the very beginning to be the right way for successfully finding the best partner creating value for both the purchaser and Cera System."

Seves S.p.A. was advised by C ■ H ■ Reynolds, under the leadership of Stefan Constantin and Markus Kluge. This transaction marks another successful deal in the field of flow control systems for C ■ H ■ Reynolds.

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## Background information:

### Seves S.p.A.

Headquartered in Florence, Italy, Seves is a leading manufacturer of power insulators for high and ultra-high voltage electricity transmission lines and substations. It also runs other businesses, such as glass blocks for construction as well as interior design and technical ceramics for the automotive, chemical and pharmaceutical industries. Seves employs approximately 3,700 people and operates 20 production facilities worldwide (8 in Europe, 6 in Asia and 6 in North/South America). Seves Group's total consolidated revenue exceeds EUR 400 million.

[www.seves.com](http://www.seves.com)

### SAMSON

Headquartered in Frankfurt a.M., Germany, SAMSON is a family-owned developer of measurement and control technologies, manufacturing a wide range of products, such as regulators, control valves and sensors for applications in the chemical, petrochemical, pulp and paper, power, HVAC as well as food and beverage industries. SAMSON employs more than 3,300 people and operates more than 50 independent subsidiaries worldwide with over 220 representatives and sales offices. It generates revenue of over EUR 500 million.

[www.samson.de](http://www.samson.de)

### C ■ H ■ Reynolds ■ Corporate Finance AG

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