



airesis

Press release

June 1st 2015

Acquisition: New collaboration between AIRENIS and MOVEMENT group

AIRENIS SA (AIRE), an investment company whose shares are listed on the Swiss Exchange (SIX: AIRE) and MOVEMENT group announce that they found an agreement for the purchase of 92% of MOVEMENT group by Airesis.

MOVEMENT group employs about 120 people and consists mainly of two companies: WILD DUCK, who owns the brand MOVEMENT and CASOAR, which is a distribution company based in Switzerland. Movement Group has a total turnover of around CHF 15 million.

The acquisition of MOVEMENT group is in the scope of Airesis' strategy. Airesis wishes to support the development of the ski company from the Vaud Region in Switzerland. Movement's current management will stay involved, especially with Serge Baud as a shareholder. Mr Baud, currently CEO of the company, is the co-founder of the brand with whom he has been working for 13 years. Thus, the current strategy will remain and will be supported by Airesis.

A synergy between CASOAR and Le Coq Sportif will enable the French brand to use Casoar' Swiss distribution network to develop Le Coq Sportif in Switzerland.

Born with the passion of a snowboarder and a skier, MOVEMENT skis was born in the Swiss Alps in the late 90s. Featuring some surprising lines, original designs and unusual graphics, MOVEMENT skis immediately differentiated from everything that existed and was able to develop a trend that has become one of the current references to the world of skiing .

Airesis is an investment company based in Montreux, invests principally in businesses in which its own experience and knowledge represent a source of confidence. Airesis is a shareholder of Le Coq Sportif, an internationally recognized French sports brand, distributed worldwide. The company takes an active approach in the management of its participations while respecting the individual character of each one.