



Press Release

Regulated information – Inside information
Monday 8 October 2018 at 18:30h CEST

Deceuninck to become title sponsor of the world's number one cycling team

Hooglede-Gits, 8 October 2018 – Deceuninck, leading designer and manufacturer of window profiles, proudly announces today that as of January 2019 it joins Quick-Step as title sponsor of the Deceuninck - Quick Step World Tour cycling team managed by Patrick Lefevere. From next season on, the Deceuninck logo will be prominently present on the jersey of a.o. Philippe Gilbert, climbing talent Julian Alaphilippe and Belgian Champion Yves Lampaert.

Deceuninck is convinced that this engagement in cycling will support not only its own business but also the business of the more than 4000 customers it serves in over 90 countries. The international composition of the team and the international cycling calendar match perfectly with the commercial footprint of Deceuninck. In addition, the family values, team spirit and top performance demonstrated for decades by the team of Patrick Lefevere are a great fit with the values of Deceuninck.

Francis Van Eeckhout, CEO Deceuninck Group: *“We are delighted with this powerful partnership in international cycling, one of the most popular sports in Europe and emerging worldwide. This high valued sponsorship offers plenty of commercial opportunities for Deceuninck and all our customers. I am confident this is a new milestone for the company.”*

Jérôme De Bruycker, Marketing Manager Europe, added: *“This will be a real game changer leading to a series of marketing campaigns that will exemplify our passion for innovation, ecology and design. The continuous media attention throughout the whole year will strengthen our Deceuninck brand and will support us and our partners to be the preferred choice of the customer.”*

Patrick Lefevere, Team CEO: *“It gives me great pleasure to welcome Deceuninck on board for the next seasons. Thanks to their commitment and that of the other partners, the team can think of the future and build on what we have achieved during this outstanding season. Over the years, we’ve shown that we are one of the major players in the sport and our results guarantee both exposure and international visibility. Last but not least, the structure and services we provide to our partners help them create a strong marketing platform so they can give their customers a complete and exclusive experience. I’m delighted to have such an international company, with whom we share so many values, by our side and I am sure that together we will achieve our goals.”*

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Financial calendar

21 February 2019

Annual Results FY2018

23 April 2019

General Assembly of Shareholders

20 August 2019

Half year Results H1 2019

End of press release

About Deceuninck

Founded in 1937, Deceuninck is a top 3 independent manufacturer of PVC and composite profiles for windows and doors. Headquartered in Hooglede-Gits (BE), Deceuninck is organized in 4 geographical segments: Western Europe, Central & Eastern Europe, North America and Turkey & Emerging Markets. Deceuninck operates 15 vertically integrated manufacturing facilities, which together with 21 warehousing and distribution facilities guarantee the necessary service and response time to Customers. Deceuninck strongly focuses on innovation, ecology and design. Deceuninck is listed on Euronext Brussels ("DECB").

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