

BETA GROUP: REVENUES OF OVER 250 MILLION IN 2023. NOW THE AIM IS TO REINFORCE DEVELOPMENT IN EUROPE

Investments, acquisitions and hiring are guiding growth: 138 new professionals in 2023 and over 3% of turnover in Research & Development. The CEO Roberto Ciceri: "We are considering opening new branches in Europe to be even more competitive".

Sovico (MB), 29 April 2024 - With the latest acquisition of Helvi S.p.A. - a major player in professional metal welding equipment -, a turnover of over **250 million euros** and 10 production plants with over a thousand staff members and 5 companies, Beta Group, European leader in the production of tools and work equipment for mechanics, industrial maintenance and self-repair specialists, ended 2023, the year of its centenary, with over **138 new hires**, 100 of which in Italy and with an **average age** of **36 years**.

*"We continue to strive for growth underpinned by three cornerstones", **Roberto Ciceri, President and Chief Executive Officer of Beta Group**, explains: "human capital development, industrial investments and the acquisition of businesses in line with the Group's long-term vision. The European market continues to be extremely important to us: 20% of all our revenue is generated on the Continent, through branches in Poland, France, Spain, the United Kingdom and Ireland, Hungary, Benelux, Romania and Slovenia. The development plan involves the future opening of new branches in other countries currently served by independent importers".*

Over **3% of Beta's turnover** is **invested in Research & Development**, with product innovation accounting for 10% in total. Mr. Ciceri adds: *"We believe R&D investments are an excellent opportunity for growth and for distinguishing ourselves due to the excellence of our products. The Technical and R&D department, Quality Laboratory and Dyna Lab, staffed by 34 professionals, are concrete proof of our commitment to guaranteeing the technological quality of products. Moreover, for over fifty years we have been supporting the Motorsports world with invaluable and effective development partnerships for the creation of products, which are tested and used in extreme conditions, requiring infallible reactivity and performance"*, Mr. **Ciceri** concludes.



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Beta Group is the European leader in the production of tools for mechanics, industrial maintenance professionals and self-repair specialists.

Audacity, commitment and talent led Beta to become the Italian professional tool brand synonymous with quality in over 100 Countries. Founded in 1923 in Erba (CO), Beta distributes work tools through 11 branches and 250 importers thus meeting the requirements of specialists in every sector.

Today, with its headquarters in Sovico (MB), Beta Group generates over 251 million euros in turnover and sees the daily involvement of more than 1,000 professionals across all five of its companies, Beta Utensili, 3D Beta, BM, Abra Beta and Helvi, present in Italy with 10 production plants.