



THE MOTORCYCLE EQUIPMENT COMPANY

Driven by passion.

PRESS RELEASE

MEC takes off – The Motorcycle Equipment Company!

The companies of the brands KessTech and Cult-Werk join forces and form the MEC GmbH – The Motorcycle Equipment Company.

- The new MEC is perfectly positioned to enable bikers to realize their dream of the perfect motorcycle.
- The merger creates an unparalleled combination of strong and symbolic cult brands.
- The result is a unique company for high-quality equipment parts such as exhaust systems, fenders, rear ends and license plate brackets, which make every motorcycle unique and extremely valuable.
- The strength of KessTech in sales, technology, homologation and processing is combined with the fine feeling for trends, design and marketing of Cult-Werk.
- In future, MEC will operate the brands KessTech and Cult-Werk under one roof.
- This creates significant opportunities for organic growth based on an excellent sales team and a highly professional platform.
- The combined company will have its headquarters in Obertheres, Germany and an R&D Center in Aigen-Schlögl, Austria.

THERES-OBERTHERES and AIGEN-SCHLÄGL – 8 July 2020

The shareholders of the KessTech and Cult-Werk brands today announced that they have signed an agreement to create MEC GmbH, The Motorcycle Equipment Company. This will create an unique company with two iconic brands and an unparalleled portfolio of products. The old shareholders will all remain on board and will work together to develop the new powerhouse in the equipment parts segment for cruisers.

The two brands and teams complement each other perfectly and there are significant opportunities for positive synergies in sales, development, design and administration, which will lead to increased growth and innovation. Christian Schütte, future CEO and previous shareholder of KESSTECH GmbH: "By bringing these two iconic companies



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together through this transaction, we are creating a strong platform for growth. Because we are ticking in the same direction, we can achieve everything together. Everyone at MEC is eager to make the biker's dream of the perfect motorcycle come true. Everyone is constantly thinking outside the box to make this dream come true. This DNA is what connects us all." Mario Altendorfer, future CEO and previous shareholder of Alrema GmbH, Cult-Werk, adds: "Together we are the ideal mixture of bikers, engineers, technicians, lawyers, financiers, designers, Q-managers, marketers, buyers, web designers, accountants, graphic designers, sales people, screwdrivers, warehouse staff, welders, event managers, who complement each other perfectly to tackle new challenges again and again. Our products combine optimal functionality, increased performance and perfect design accompanied by the highest quality – Made in Germany."

The combined brands and businesses mean increased size and relevance in the international markets of both brands. Today, the main focus is on accessories for Harley-Davidson® motorcycles and, more recently, Indian Motorcycle®. In the future, other brands will be added. Chris Puscasiu, Partner Presidio Investments in San Francisco and Chairman of the Advisory Board of KessTech and in future of MEC, continues: "I look forward to supporting these two winning companies with their iconic brands by all means in the future. This is a transaction that brings together two world-class companies in their field and creates value for customers, employees and suppliers. MEC GmbH is very well positioned for future growth as it will expand its presence in international markets with a very strong, highly professional team". Christian Schütte adds: "At the same time we will deliver the quality, brands and products that our customers love. We have millions of ideas for new products that our R&D team will work on".

About KessTech

For more than 30 years our world turns around the adjustable exhaust system. What once begun mechanically adjustable, today is a piece of High-Tech Made in Germany.

The company is today market leader for adjustable exhaust systems with an EU-type approval for motorcycles. With more than 55 highly motivated and specialized employees, the company produces these high-quality systems at its headquarter in Obertheres, Germany. With more than 50,000 adjustable exhaust systems sold - especially for Harley-Davidson motorcycles - KessTech has made a significant name for itself in the motorcycle scene and the product range is growing steadily.



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About Cult-Werk

The team of Cult-Werk consists of qualified, committed and dynamic employees as well as engineers, whose many years of experience and feeling for trends, in the area of customizing, form the perfect basis for the company.

Cult-Werk, located in Aigen-Schlägl, Austria, is today leader in the development and production of innovative customizing parts for Harley-Davidson Motorcycles®. The harmony of aesthetics, function, innovation and quality inspires consumers and dealers worldwide and is both a cornerstone and a guarantee for success.

Unobtrusive and striking at the same time - this is how the unmistakable Cult-Werk design radiates elegance and harmony.

Through high-quality materials and workmanship, as well as a sensual feel, the company catapulted itself to the top of the customizing scene within a very short time.

For more information please visit www.the-mec.com.

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