



Petit Forestier Group acquires EUROCOLD, based in Australia, and keeps on expanding globally.

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Petit Forestier Group, European leader in refrigerated vehicles rental, is following its global ambition and set out to conquer a new continent with the acquisition of a major shareholding in EUROCOLD, based in Australia.

Petit Forestier Group has announced the acquisition of a major shareholding in Eurocold, an Australian company specialising in the rental of refrigerated vehicles.

EUROCOLD, founded in 2021 by Avraam Solomon and located in the Brisbane area, is a company specialising in the rental of refrigerated vehicles, with a fleet of 260 refrigerated vehicles and an experienced team of 35 people.

As a key player in the sector, EUROCOLD stands out for its premium positioning, characterised by a fleet of recent vehicles by a high level of service. Since its inception, EUROCOLD has built up a strong customer intimacy and developed some valuable brand equity.

With this partnership, Petit Forestier Group, a family business headed by Léonard FORESTIER, has set out to conquer new territories, and is strengthening its position as a refrigeration specialist worldwide. The Group will be now generating 50% of its vehicle rental business outside its domestic market and is thus clearly showing its ambition to become the world leader in sustainable refrigerated vehicle rental. EUROCOLD and Petit Forestier Group share the same corporate culture and values, with a focus on service, customer satisfaction and close working relationships.

This acquisition strengthens Petit Forestier Group's position as the leader in refrigerated rental, through a structuring operation that will drive growth in this new region.

With this partnership, Avraam Solomon indicated that: "Petit Forestier Group's expertise, their commitment to the industry and the priority they give to their employees all make this acquisition an ideal partnership. Our knowledge of the Australian market combined with Petit Forestier Group's experience will enable us to dominate the Australian market. Above all, it was important for me to go beyond a simple financial transaction, which was an obvious choice with Léonard FORESTIER."

Léonard FORESTIER is also delighted with the deal, saying: "The acquisition of EUROCOLD will accelerate our growth. It's a great entrepreneurial success story whose values, such as service and customer satisfaction, are in line with those of our Group. We are delighted to welcome the EUROCOLD teams to the Group, and to set off to conquer a new continent, in collaboration with Avraam, who will have the talent to develop our model in this market".

ABOUT EUROCOLD

Overview

Eurocold manufacture and sell refrigerated vehicles directly to the Australian transport, logistics and food service industries. Quality is king. Trust Eurocold to provide your business with a refrigerated vehicle that will work hard for you, proving time and time again value and quality is the right decision for your business. We are proud to boast a large, diverse, and superior body range to the Australian cold transport industry. Our products are offered across all rigid vehicles currently operating in the Australian market, with options ranging from Van & Utes, up to 14 Pallet Jumbos. Configurations have been selected with our customers in mind, with a wide variety of body combinations held in stock, and customisations available on short lead times. Whatever your needs are, we'll build a body to suit.

<http://www.eurocold.com.au>

ABOUT PETIT FORESTIER GROUP

"United, let's enhance the quality of life with our cutting-edge cold chain expertise": this is the purpose of Petit Forestier Group, which every day in more than 20 countries brings to life our 5,600 talents in the service of refrigeration.

A family business for more than 115 years, with a turnover of more than 1 billion euros. Petit Forestier Group is driven by passionate men and women. Through its activities, the Group ensures the preservation of foodstuffs, medical products and any other goods whose quality and durability are guaranteed by the cold chain.

Petit Forestier Group brings together all the know-how required to anticipate and meet the specific cold control needs of its customers.

Our business is based on the entire cold chain, from the industrial manufacture of vehicle bodies and the rental of its products - vehicles, furniture and containers - to the resale of vehicles and the recycling of spare parts. An additional vehicle rental offer on the dry market meets similar operational continuity challenges.

CONTACT PRESSE – Direction de la Communication Corporate – Guillaume RABEL-SUQUET – 06 89 01 27 57