

## **Nilfisk-Advance expands direct presence in China - Beijing dealer acquired**

**Nilfisk-Advance acquires all activities in Northern Viper, Beijing in November 2009.**

“Increasing our direct sales force in China is an important piece in the puzzle of building a number one position within the professional cleaning equipment market” says CEO and President Jørgen Jensen, Nilfisk-Advance and continues “This move is yet another important element in realizing our growth strategy.”

Northern Viper has been a distributor of Viper products in the past 12 years and has since 2007 also been distributing Nilfisk, Nilfisk-CFM and Nilfisk-ALTO products. The company employs 29 people involved in sales and service of abovementioned brands in Beijing as well as Hebei province. The business activities have mainly been directed towards hotels, contract cleaners as well as the industry.

### **Great Opportunities**

“By acquiring the activities of Viper Northern, we meet one of our key ambitions of strengthening our position in Mainland China” says Jørgen Jensen, and continues,

“The Chinese market has been significantly less affected by the economic crisis than more mature markets. China is currently investing significant efforts in improving infrastructure, the standard of living is growing – and so is the demand for cleaning equipment. Nilfisk-Advance already holds a strong position in China through extensive production facilities and now we are also strengthening our sales organization.”

By joining Nilfisk-Advance Group, the Beijing based organization will be tied up closely with the large support organization already present in China. At present Nilfisk-Advance owns three factories in China producing both to the Chinese market and for export, employing more than 1000 people.

Northern Viper activities will be transferred into a new branch and the current owner of Northern Viper Mr. Kai Kang will take the position as Sales Director.

**Nilfisk-Advance**

Nilfisk-Advance is – with a complete range of cleaning machines including commercial and industrial vacuum cleaners, scrubber dryers, industrial sweepers, machines for outdoor cleaning and high pressure cleaners – the global leading supplier of cleaning machines for professional purposes. Nilfisk-Advance is represented in 42 countries with its own production and sales entities. The company currently has over 4,600 employees and annual turn-over of 790 million EUROS (2008).

**Further Information**

Please address any questions regarding the above to the undersigned on tel. +45 43 23 81 00.

Yours faithfully

Nilfisk-Advance A/S

Joergen Jensen

President & CEO