

**Nilfisk-Advance has expanded its Southern African base by acquiring a substantial share in Industro-Clean (Pty) Ltd., a key player operating out of Johannesburg, South Africa.**

The share acquisition and conclusion of a distribution agreement will greatly enhance Nilfisk-Advance's presence in the African subcontinent where the company already operates through its South African Sales Company.

"By gaining access to Industro-Clean's outstanding levels of expertise and its well established presence in the contract cleaning, institutional, and health sector, we are underlining our excellent position for growth in this very interesting emerging market." says Jørgen Jensen, President and CEO of Nilfisk-Advance.

**About Industro-Clean**

Industro-Clean was founded in 1980 by its current senior management and after more than three decades of steady growth presently occupies a market leading position in the country. Core product categories comprise floor cleaning and maintenance equipment, detergents, access floor matting, janitorial and mopping trolleys, as well as consumables and specialized hygiene products.

The company has a nationwide footprint based on 11 outlets, located in all major metropolitan centers, ensuring quality service on all levels of customer/supplier interaction.

**Strategic alliance**

In order to maximize the benefits of the strategic alliance between Nilfisk-Advance South Africa and Industro-Clean, the companies will adopt a coordinated approach where each company continues to concentrate on its core market segments. Nilfisk-Advance South Africa will continue to place its focus on general industry, automotive, construction, mining, agriculture, engineering and manufacturing while Industro-Clean will concentrate its efforts in the contract cleaning and institutional field, as well as the private and public health sector.

"Today our annual turnover in South Africa is approximately EUR 10M. With this new strategic partnership we will be able to supply professional cleaning equipment for all sectors and therefore expect this number to double within the next 3-5 years" says Jørgen Jensen.

**Established partnership**

The two companies have already succeeded in developing a good working relationship. For a number of years Nilfisk-Advance South Africa has exclusively supplied Industro-Clean with the full range of Viper cleaning equipment. Viper products emanate from Nilfisk-Advance's Chinese manufacturing company with the same name, acquired in 2008 and known for its rugged, no frills highly competitively priced floor care range of equipment.

The partnership will ensure that Nilfisk-Advance's products are distributed throughout all sectors of the South African economy and thus place one of the world's most extensive and most proficient product ranges at the disposal of all customer segments in the African sub-continental region.

If you have any questions, please feel free to contact the undersigned on +45 4323 8100.

Yours faithfully

Jørgen Jensen

President and CEO, Nilfisk-Advance A/S

**About Nilfisk-Advance**

The Nilfisk-Advance Group is one of the world's leading suppliers of professional floor cleaning equipment. Nilfisk-Advance has production, sales and service subsidiaries in all major geographic regions including, EMEA (Europe, Middle-East and Africa), Americas (U.S., Canada and Latin America), and Asia Pacific, including China.