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Oggetto : Racing Force acquires Giordani Digital Lab:
Strategic integration for the production
chain

Testo del comunicato

Vedi allegato.



PRESS RELEASE

Racing Force acquires Giordani Digital Lab: Strategic integration for the production chain

Ronco Scrivia (GE, Italy), 7th October 2022 – **Racing Force S.p.A.**, the parent company of Racing Force Group, specialized in the development, production and marketing of safety components for motorsport worldwide and listed on the Euronext Growth segment in Milan and Paris, announces that it has completed the acquisition of **Giordani Digital Lab**, Racing Force's historic Ligurian supplier for the production and customization of racing and leisure apparel through sublimation printing, cutting, tailoring and digital printing.

The transaction involves the transfer of the business branch with all production machinery and equipment, in a process of upstream integration of the value chain and enhancement of Racing Force's production capacity, with the aim of achieving both productive and managerial efficiencies.

Luca Treves, Production and Supply Chain Manager of Racing Force, commented: *"The acquisition of Giordani's business line, although very small compared to the size of Racing Force, represents a strategic operation for the Group, as it allows us to increase the production capacity of drivers' apparel products and, at the same time, to pursue an important efficiency improvement of our production chain, as well as to allow further exclusive developments with innovative customization technologies. Moreover, the transaction is functional to the development of Racing Spirit, our motorsport-inspired lifestyle brand, for which the Group had already acquired the entire project last July."*

Racing Force Group

Racing Force is the leading motorsports safety products group with the most advanced and comprehensive range of protection and performance products used worldwide by top professionals, amateur athletes, race teams and car manufacturers with products sold under brands such as Bell Helmets, OMP, Zeronoise and Racing Spirit. The group is based on 3 different continents: Ronco Scrivia (headquarters) and Pisa in Italy, Sakhir in Bahrain, and Miami in the USA. Today, products under the Group's brands can be found in all world championships of car and kart racing. More information about Racing Force Group is available at www.racingforce.com, as well as at www.ompracing.com, www.bellracing.com and www.racingspirit.com.

ITALY (Ronco Scrivia) - USA (Miami, Indianapolis, Mooresville) - Bahrain (Sakhir) - Belgium (Ghislenghien)
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BRANDS OF RACING FORCE GROUP

RACING FORCE GROUP

CONTACTS FOR RACING FORCE

Barabino & Partners

Stefania Bassi

E-mail: s.bassi@barabino.it

mob: +39 335 6282667

Giuseppe Fresa

E-mail: g.fresa@barabino.it

mob: +39 348 5703197

Racing Force

Investor Relations

Roberto Ferroggiaro

E-mail: ir@racingforce.com

Media

Luigi Rossi

Paolo Bertuccio

E-mail: media@racingforce.com

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