

## Press Release

March 14th, 2023

### CF GROUP ANNOUNCES THE INTEGRATION OF THE AUSTRIAN COMPANY POOL PARTNER (ARTNER HANDELSGMBH)

CF group, a major European player in the pool equipment and water treatment market, has closed an **agreement to acquire a majority stake in Pool Partner**, the leading manufacturer and distributor of pool covers and shelters in Austria.

Founded more than 25 years ago in Austria, Artner HandelsGmbH, better known under its Pool Partner brand name, joined CF group on February 1, 2023. Very strong on the Austrian market, it employs 80 people and generated €20 million revenues in 2022.



*Cedrik Mayer-Klenk, CEO CF group  
and Erich Artner, CEO Artner HandelsGmbH*

Through this alliance, **CF group is expanding its pool and equipment offer in the high-end segment.**

This transaction is an opportunity for CF group to strengthen its portfolio of custom-made products and address all market needs, and to consolidate its leading position on the DACH market (Germany, Austria and Switzerland).

*"We are very excited to welcome Pool Partner to the group, the synergies between our two companies are obvious and will both contribute to strengthen our offer, especially in the high-end segment. **Pool Partner produces high-quality pool covers and shelters and is very successful in the Austrian market with more than 40,000 customers in portfolio**"* explains Cedrik Mayer-Klenk, CEO of CF group.

Erich Artner, CEO of Artner HandelsGmbH, says he is *"very pleased with the prospect of joining a group of the stature of CF group, which will provide our products with **European visibility**."*

#### CF GROUP KEY FIGURES

- ▶ 380 M€ of consolidated sales in 2022
- ▶ 18 brands
- ▶ Established in more than 40 countries
- ▶ More than 1200 employees

#### ARTNER HANDELSGMBH KEY FIGURES

- ▶ 20 M€ in revenues in 2022
- ▶ 80 employees

### About CF group

CF group, a German family group with a European dimension

Established for 60 years in Wendlingen-am-Neckar (Baden-Württemberg) in Germany, CF group is one of the leaders in the manufacturing and distribution of equipment and consumables (water treatment) for private and public swimming pools.



Operating in more than 40 countries with 12 dedicated production and logistics sites, CF group ambitions to continue its international growth while maintaining a local presence and a strong proximity to its historical customers.

With more than 18 brands dedicated to the world of swimming pool equipment, and also collaborating with many established brands, CF group is positioned as a professional, serious and sustainable player in all distribution channels.

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