

Press Release
Nevers, September 6th, 2016

FEDERICO MUSI IS APPOINTED CEO OF LOOK CYCLE GROUP

Following the acquisition of LOOK Cycle by Activa Capital, together with historic shareholders Dominique Bergin and Thierry Fournier, Federico Musi has been nominated CEO of LOOK Cycle Group as of September 1st 2016.

Federico Musi brings to the company his vast experience of brand and product management as well as international business development.

Mr. Musi began his career as an engineer in the oil industry at SAIPEM in Great Britain, then later at the strategic consulting company McKinsey, both in Italy and the United States. With the PIAGGIO Group since 2004, he has led extensive commercial business development operations in several countries.

In particular, Mr. Musi managed the establishment of the brands Vespa, Aprilia and Moto Guzzi in the United States, the relaunch and restructuring of the Spanish company DERBI, and, as the Director for Southern Europe, managed the largest European region. As President of the French subsidiary of the PIAGGIO Group, Mr. Musi succeeded in re-establishing the leadership of PIAGGIO in France.

The new CEO, who is also a passionate and experienced cyclist, states «I am really excited to be joining LOOK Cycle Group, a historic brand that I am looking forward to leading into a new phase of development. LOOK and CORIMA have outstanding results in innovation and performance, and even more potential for growth and consolidation in this very dynamic market. I am honoured to work alongside the Supervisory Board with Activa Capital, Dominique Bergin and Thierry Fournier, and know that I can count on the monumental expertise of the LOOK and CORIMA technical team»

Dominique Bergin, seasoned sportsman, joined the cycling industry in 1998. A true enthusiast, he acquired LOOK Cycle together with **Thierry Fournier**, and focused on technological innovation and high-end products to bring the business to an international level. Mr. Bergin won his bet. LOOK Cycle is now one of the most innovative and prominent French companies in its sector in both France and abroad. The company, which has received several times the award for the most innovative company in the sport & leisure category in France, generates 45 M Euros in annual sales of which 75% from abroad. It dedicates 10% of its sales revenue to research and innovation and has registered more than 230 patents.

Federico Musi and his team will build upon the technical know-how and the innovation capabilities of the Group to strengthen the brand and accelerate its international growth.

AS A REMINDER...

About LOOK Cycle GROUP

Inventor of the automatic pedal, the first carbon frame and the first carbon monobloc track frame, **LOOK Cycle** is now a leading player in the design and manufacture of bikes and high-end accessories. Its know-how and technology have been awarded numerous times, as much for its products as for its policy of innovation.

LOOK Cycle was present at the last Tour de France, with the Fortuneo-Vital team that rode the LOOK 795 Light bicycle. The group has also outfitted 9 of the best teams of the Tour: AG2R La Mondiale, Astana, Cofidis, Direct Energie, Fortuneo-Vital Concept, Lotto Soudal, Katusha, Movistar and Tinkoff.

Alberto Contador and Peter Sagan started the Tour using their own signature LOOK KEO Blade 2 pedals, and the Astana team with CORIMA wheels and LOOK pedals.

Long-time partner of the French Cycling Federation, LOOK Cycle is also now working with the Canadian, Germany, Russian and Chinese teams for which it provides athlete sponsorship.

LOOK returned from the 2016 Rio Olympic Games with 12 medals in 3 disciplines: Track Cycling (6 medals), Road Cycling (4 medals) and Triathlon (2 medals).

www.lookcycle.com

CORIMA was founded in 1973 by Pierre Martin and Jean-Marie Riffard. With an initial focus on the design and manufacturing of high-end composite components for industrial applications, CORIMA has become a leading player for high-end carbon wheels, winning 4 times at the most important cycling Tours in the past 3 years with the Astana Team (Giro 2013, Tour de France 2014 and Giro 2016 with Vincenzo Nibali and La Vuelta 2015 with Fabio Aru).

CORIMA returned from 2016 Rio Olympic Games with 4 medals: 3 medals in Track Cycling and 1 medal in Road Cycling.

www.corima.com

About Activa Capital

Activa Capital is a private equity firm that accompanies and accelerates the development and the international presence of French mid-sized companies with high growth potential. It manages more than 500 M Euros on behalf of institutional investors and its management company is approved by the French Financial Market Authority.

www.activacapital.com