



Press release

INDEL B SIGNS AN AGREEMENT WITH SAFEMARK, THE US COMPANY LEADER IN THE PRODUCTION AND DISTRIBUTION OF SAFES TO THE HOTEL INDUSTRY, FOR THE EXCLUSIVE DISTRIBUTION IN NORTH AMERICA OF ITS MINIBAR

Sant'Agata Feltria (Rimini), 14 November 2023 – **Indel B S.p.A.** – company listed on the Borsa Italiana EXM, heading a group that operates in the production of cooling and air-conditioning systems for mobile and mobile living for the automotive, Hospitality and Leisure Time markets (pleasure boating and recreational vehicles) - is pleased to announce that it has signed an exclusive partnership with Safemark Inc. for the distribution, to leading hotel chains in North America and Canada, of its minibars, including the Fridom Collection line, recently awarded the Red Dot Design Award 2023 for best product design, dedicated to the Hospitality industry.

Indel B considers the minibar as a strong contributor to the overall guest experience, but also as a key element of hotel room design.

Safemark, founded in 1983 and based in Orlando, Florida, is the leading manufacturer and distributor of electronic safes for the global hospitality industry and is an approved supplier to prestigious hotel chains and hotel management companies. Safemark safes, available worldwide, are used by 39 of the top 40 hotel chains with over 750,000 installations.

Luca Bora, CEO of Indel B, commented: *"I welcome with great satisfaction the exclusive partnership agreement with Safemark which will allow us to forcefully enter the hospitality sector in the United States and Canada for the distribution of our minibars, minimizing time and commercial costs thanks to a widespread and efficient distribution network. Safemark represents the ideal partner for market leadership and reliability and is a guarantee not only for our company, but above all for our future customers."*

John Foley, Vice President and General Manager of Safemark, commented, *"Celebrating our 40th anniversary this year, we are excited about the possibility of marketing a safe and minibar combination to our loyal customers."*

Indel B S.p.A. is a company listed on the EXM segment of Borsa Italiana (the Italian stock exchange) and is controlled by AMP.FIN S.r.l., in turn held entirely by the Berloni family. Indel B S.p.A. heads an important Group that operates worldwide and that has been active for the last 50 years in the mobile cooling sector applicable to the "Automotive", "Leisure time" and "Hospitality" cooling segments. The Group also operates in mobile climate control, with specific reference to the Automotive market, represented by commercial vehicles, minibuses, ambulances, agricultural and earth-moving machinery, and in the "Cooling Appliances" sector, which mainly comprises cellars for storing wine and small refrigerators for storing milk. The company has a market cap of approximately Euro 137 million.

Contact details

INDEL B Financial Controller & IR Elisabetta Benazzi +39 0541 848 784 elisabetta.benazzi@indelb.com	POLYTEMS HIR IR and Financial Disclosures Bianca Fersini Mastelloni +39 06.69923324; +39 336742488 b.fersini@polytemshir.it	POLYTEMS HIR Media Relations Paolo Santagostino +39 349 3856585 p.santagostino@polytemshir.it
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