



## Press Release

### INDEL B: NEW STRATEGIC PARTNERSHIP WITH CADDIE HOTEL FOR MIDDLE EAST EXPANSION IN HOSPITALITY SECTOR

Sant'Agata Feltria (Rimini), 08 April 2025 – **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*) – announces that it has concluded a strategic partnership with Caddie Hotel, a leading Italian player in the highly innovative hospitality supply sector that operates worldwide, having recently landed in Dubai as well.

Caddie Hotel has entered into a strategic partnership with Indel B to sustain and expand its presence in the international market. The alliance covers the Middle East (MEA) region and marks a significant step in Indel B's expansion into the rapidly growing Middle East markets, which are becoming increasingly central to the global hospitality landscape. Caddie Hotel has a presence in the Region through its newly opened Dubai operations center, located in the prestigious I-Rise Tower in Barsha Heights, to consolidate the company's internationalization in the area.

The Agreement covers the following areas:

- **Distribution network management:** Caddie Hotel will coordinate Indel's global distribution network ensuring efficient logistics and complete access of Indel B's products to strategic markets in the MEA;
- **Key Account Management:** Caddie Hotel will follow the management of a number of Indel B's key customers by providing proximity support for the benefit of long-term relationships;
- **Implementation of new sales channels:** Caddie Hotel will expand Indel B's sales network by increasing its brand penetration in emerging markets;
- **Joint marketing campaigns** to enhance Indel B's brand awareness with the goal of positioning it as a market leader.

The partnership is built on a shared commitment to product innovation and quality to promote new market opportunities with the aim of maximizing benefits and optimizing global distribution. Indel B's experience in designing advanced refrigeration technology solutions combines perfectly with Caddie Hotel's vision of customized solutions.

**Luca Bora, CEO di Indel B states:** *"Our collaboration with Caddie Hotel is a key milestone in our growth, particularly in the MEA market, which offers several opportunities".*

**Marco Buoso, Head of Hospitality & Cruise Ships di Indel B comments:** *"This partnership allows us to solidify our position in a growing market by offering innovative solutions and continuous support to the hospitality sector".*

**Gerardo Boschi, Commercial Director di Indel B says:** *"The synergy with Caddie Hotel enables us to fully leverage the potential of the MEA markets, combining cutting-edge technology with a customer-centric approach".*

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*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 109 milioni.*

## **Contatti**

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