

NIMBUS GROUP

PRESS RELEASE

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Nimbus and Alukin brands entering the Canadian market together with Pride Marine Group

The Swedish premium brands Nimbus and Alukin is now entering the waters in Canada together with Pride Marine Group with the purpose to create great and memorable experiences for the boaters in this part of the world.

Nimbus has been building premium boats in Sweden since 1968 and Alukin is a strong brand of aluminium boats made in Roslagen, Sweden. Nimbus and Alukin is part of the largest boat building company in Scandinavia, Nimbus Group. Nimbus Group is also the proud owner of Flipper, Aquador, Paragon Yachts, Falcon and Bella.

For over 35 years, Pride Marine Group has been creating personalized watercraft experiences. Pride Marine Group don't just sell boats—they help bring your vision for a life well lived to reality by connecting you to the vessel that will take you where you want to go. With 8 locations, nearly 92% of all Ontario boating happens within 1 hour of a Pride Marine shop.

"We believe that Nimbus and Alukin has great potential in Canada and together with Pride Marine Group we are confident to bring more great experiences to this part of the world. Nimbus Group and Pride Marine Group have the same view on boating, customer convenience and expertise, so this will be a long lasting relationship." – Says Michael Bohm, CMO Nimbus Group.

"We have long looked for a solid and established brand of premium quality. The signature of our dealership agreement with Nimbus and Alukin today marks a significant progress as the this range completes our offer with the highest quality product imaginable in this segment of yacht. It also complements without infringing on our existing portfolio. We are proud to bring Nimbus and Alukin to our region." – Says Paul Nickel owner Pride Marine Group

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About Nimbus Group

Nimbus was originally founded in 1968 when production of leisure powerboats under the brand Nimbus started. Since then, several brands have been added to the portfolio of what today is the Nimbus Group. Nimbus Group today comprises the brands Alukin, Aquador, Bella, Falcon, Flipper, Nimbus and Paragon Yachts. The Principal Shareholder, R12 Kapital, acquired the majority of the shares in Nimbus Group in 2012, and Nimbus Group is today a leading boat manufacturer in the European market and has since 2017 started to expand in the American market. Nimbus Group's business model is to, through its different brands, offer a broad range of high-quality powerboats where each brand has its distinct target group. Nimbus Group had net sales of SEK 1 029 million in 2020.

From 2014 to 2019, Nimbus Group's net sales increased from SEK 197 million to SEK 930 million. The growth has been driven organically as well as through acquisitions of both distributors and producers. In 2018, Nimbus Group acquired boat producers Alukin Boats Sweden AB and Bella-Veneet Oy (including the brands Aquador, Flipper, Falcon and Bella). For more information about Nimbus Group, please visit us at www.nimbusgroup.se

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Attachments

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