



THE MOTORCYCLE EQUIPMENT COMPANY

Driven by PASSION.

PRESS RELEASE

MEC expands its product line - PN-Performance becomes new partner!

MEC GmbH (The Motorcycle Equipment Company) now distributes the brand PN-Performance (Poivre Noir SA) in addition to KessTech and Cult-Werk.

- MEC is excellently positioned and continues to work on making the biker's dream of the perfect motorcycle come true.
- With PN-Performance as a partner, MEC as an internationally operating company expands its existing portfolio with another strong brand.
- In addition to high-quality equipment parts like exhaust systems, rear fenders, license plate holders and more, personalized engine tuning/mapping is now part of MEC's product range. Motorcycles are now refined by MEC not only by partly software controlled hardware, but also by software based engineering.
- The partnership of the two companies creates significant opportunities for organic growth based on an excellent sales team and a highly professional platform.

THERES-OBERTHERES and GENF – 14 May 2021

The shareholders of MEC GmbH and Poivre Noir SA announced today that they have signed an agreement to create a corporate partnership. From now on, MEC will be a distribution partner of the mapping specialists of Poivre Noir SA in order to establish their mapping also outside the existing market worldwide. MEC GmbH thus adds another iconic product to its portfolio.

The newly integrated brand PN-Performance is a perfect complement to the product range of the international company MEC, in order to further develop in terms of diversification, economic growth and sales acquisition.

Benoit Lahouel, CEO of Poivre Noir SA: "With MEC as our distribution partner, we are now excited to grab the opportunity to expand our market worldwide and establish PN Performance! Through this partnership, we are building an incredibly strong platform for



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both companies to grow!" Michael Reichenberger, CEO of MEC GmbH adds: "With PN-Performance we can expand our portfolio with another high-tech first-class product. The generated synergies, especially in sales, are vital for both companies. We have one common goal: to make the biker's dream of the perfect motorcycle come true. Therefore, we are very pleased to now be a distribution partner and start full of power into the common future!".

The partnership of the companies means increased relevance in the international markets of the brands. Today, the company mainly develops and offers accessories and mapping for motorcycles of the Harley-Davidson® and Indian Motorcycle® brands. Other brands are to be added in the future.

The partnership between MEC and PN-Performance starts operationally now.

About KessTech

For more than 30 years our world turns around the adjustable exhaust system. What once begun mechanically adjustable, today is a piece of High-Tech Made in Germany.

The company is today market leader for adjustable exhaust systems with an EU-type approval for motorcycles. With more than 55 highly motivated and specialized employees, the company produces these high-quality systems at its headquarter in Obertheres, Germany. With more than 50,000 adjustable exhaust systems sold - especially for Harley-Davidson motorcycles - KessTech has made an significant name for itself in the motorcycle scene and the product range is growing steadily.

About Cult-Werk

The team of Cult-Werk consists of qualified, committed and dynamic employees as well as engineers, whose many years of experience and feeling for trends, in the area of customizing, form the perfect basis for the company.

Cult-Werk, located in Aigen-Schlägl, Austria, is today leader in the development and production of innovative customizing parts for Harley-Davidson Motorcycles®. The



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harmony of aesthetics, function, innovation and quality inspires consumers and dealers worldwide and is both a cornerstone and a guarantee for success.

Unobtrusive and striking at the same time - this is how the unmistakable Cult-Werk design radiates elegance and harmony.

Through high-quality materials and workmanship, as well as a sensual feel, the company catapulted itself to the top of the customizing scene within a very short time.

About PN-Performance

The company Poivre Noir SA is composed of a group of engineers specialized in fine-tuning and improving engines of the American motorcycle world. PN-Performance's mapping can be done all over the world thanks to a data transfer via secured networks from Switzerland and is always customized to the individual bike.

In 2017, the first bike was equipped with a PN-Performance mapping. Since then, a lot has happened: the annual growth of the company is over 200% since 2017! Started in Switzerland and France, PN-Performance is now present in 6 countries. Many more will follow! In 2019, 4,000 bikes were already equipped with the personalized mapping. Meanwhile, the company also distributes high-performance oil for motorcycles.

For more information please visit www.the-mec.com.

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