

FOR IMMEDIATE RELEASE

Basler Reaches Agreement on the Acquisition of the Distribution Business of Advanced Technologies

With the acquisition of the distribution business of Advanced Technologies, Italy, Basler intends to further expand its direct business in Europe.

Ahrensburg, May 19, 2022 – Basler AG, a leading manufacturer of computer vision components, has reached an agreement on the acquisition of the distribution business of its longtime Italian sales partner Advanced Technologies S. p. a. The acquisition is expected to be completed in the short term and is still subject to the legally required consultation and notification procedures. With this transaction, Basler continues to consistently expand its direct business in Europe. Moreover, the company takes another large step within its transformation strategy to a full-range provider.

Alexander Temme, Chief Commercial Officer (CCO) of Basler AG, explains: "Basler has been consistently expanding its range of products and services for a number of years and has transformed from a camera maker to a full-range provider. The acquisition of the distribution business of Advanced Technologies as well as the subsequent planned merger underline this strategy. We are very pleased that in the future, Italian customers will be able to purchase our high-performance and cost-attractive computer vision portfolio directly from one global manufacturer with a very strong regional presence and expertise."

Davide Nardelli, Chief Executive Officer (CEO) of Advanced Technologies S.p.A., says: "I am very pleased to join the Basler Group. I am excited to continue our success story together and to bring our business to the next level. I thank all employees and partners who have made this achievement possible and who will be part of this new chapter extending our company impact in the region."

Advanced Technologies has been distributing image processing components and solutions for various industries for more than two decades. The company, located near Milan, Italy, successfully distributes a very broad portfolio of vision components from various manufacturers, supporting customers both in the pre-sales phase with tests and feasibility studies and in the after-sales phase with highly specialized customer care. With 22 employees, the Italian office will further strengthen the development of Basler AG's sales activities in the EMEA region.

Image caption: Hardy Mehl (Basler), Davide Nardelli (AT), Alberto Randazzo (AT) and Alexander Temme (Basler) are very pleased with the planned acquisition

Basler is a leading international manufacturer of high-quality imaging components for computer vision applications. In addition to classic area scan and line scan cameras, lenses, frame grabbers, light modules, and software, the company offers embedded vision modules and solutions, 3D products, as well as customized products and consulting services. Basler's products are used in a variety of markets and applications, including factory automation, medical, logistics, retail, and robotics. They are characterized by high reliability, an excellent price/performance ratio, and long-term availability. Founded in 1988, the Basler Group employs around 1000 people at its headquarters in Ahrensburg and other locations in Europe, Asia and North America. Thanks to its worldwide sales and service



organization and cooperation with renowned partners, it offers solutions that fit for customers from a wide range of sectors.

For more information contact us by phone at +49 4102 463 500, by email at sales.europe@baslerweb.com or via our website at www.baslerweb.com.

Press Contact:

Eva Tischendorf – Group Leader Communications
Tel. +49 4102 463 258
eva.tischendorf@baslerweb.com

Basler AG

An der Strusbek 60-62
22926 Ahrensburg
Germany
www.baslerweb.com