

The largest Czech bicycle manufacturer, BIKE FUN International, has changed owners. Investment group Consillium have acquired 100% share.

20th November 2020, Kopřivnice

The largest bicycle manufacturer in the Czech Republic, Kopřivnice-based BIKE FUN International ("BFI") has been purchased by the Czech company ConsilTech a.s., member of the Czech Consillium investment holding. The sale took place on 20th November 2020 after more than a year of negotiations with the former Dutch owners. Both parties agreed not to comment on the cost of the transaction. Consillium will continue to develop BFI's successful bicycle brands Superior, Rock Machine and Frappé and will support their development and expansion into new markets with a focus on e-mobility sector.

"The sale of BFI has been our long-term goal. In recent years, the company has entered such a rapid phase of growth that me and other owners have not been able to finance it in the long run. And just at the right time we were contacted by the Consillium investment group who have the necessary funds to finance the company's growth. I am glad that the BFI will be in Czech hands", said Mark de Kwant, CEO and the founder of BFI who, together with the top management, remains in charge of the company.

The new owner, Consillium, plans to further develop BFI which has produced more than 2.5 million bicycles since 2001. *"Thanks to this acquisition we can offer our customers sports equipment 365 days a year,"* said Tomáš Klápště, Managing Director of Consillium. In addition to the recently acquired bicycle brands, the company also owns the Austrian ski brand Kästle and the Czech ski manufacturer Sporten.

Consillium does not plan to change the portfolio of BFI brands; on the contrary, they want to strengthen their development and support expansion into global markets. *"We will support not only the foreign expansion of our bicycle brands which will be costly but also the growth of the offer for OEM customers. We want the BFI to continue to grow because we know that this company and the people in it have what it takes to succeed,"* explained Tomáš Klápště.

BFI currently sells bicycles and accessories in 29, mostly European, countries. Mark de Kwant will also lead to the continuity of growth as the CEO in the coming years. *"In January 2021 we will be launching the ninth production line and the launch of the tenth will depend on the supply of materials. In order to grow we need to find a lot of more new employees in the coming months,"* said Mark de Kwant. The company's strategy thus remains the same as before the change of the owner: to increase production, continually improve quality, offer top customer service and support new markets.

The Kopřivnice factory, which is located in the Tatra complex, produces almost 200,000 bicycles and e-bikes a year sold mostly on European markets. In addition to in-house development, its paint shop and bicycle production, BFI is engaged in the development of the Sport Drive electric drive and the production of bicycle accessories under the ONE Bikeparts brand. Last year BFI achieved a turnover of 105 milion euro.

About Consillium

Consillium is a family holding of Mr. Tomáš Němec and they manage and develop investments and projects of companies owned by his family. The Consillium portfolio includes, just to mention a few, the Austrian ski brand Kastle, the Czech brands Sporten and Artis, LEVELSPORTKONCEPT, distributor of sporting goods of world renowned brands, and other Czech companies.

About BIKE FUN International

The company was founded in 2001. It develops and manufactures bicycles of its own brands Superior, Rock Machine and Frappé and produces OEM bicycles for foreign markets. More than 80% of Kopřivnice production is exported. The company employs almost 500 people and has produced more than 2.5 million bikes and e-bikes during its history.

**SUPERIOR***Frappé*
CYCLES**ONE**
BIKEPARTS**SPORT
DRIVE**

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