

PRESS RELEASE

STERENN&CO becomes Groupe STERENN

January 2023

The result of the merger in 2015 of Centradis, Agriest, Fournial, MDS and FSI, STERENN&CO is a French group of specialised subsidiaries operating as wholesalers, manufacturers and importers in the agricultural machinery, livestock, green spaces, automotive, tyre and construction sectors. With strong growth in each of its activities, both in France and in Europe, the Group has just written its strategic project "STERENN 2030", in order to accompany its development.

Groupe STERENN: a common identity for all its subsidiaries.

With a turnover of more than 210 M€ in 2022, the Group, with its 350 employees, is looking to the future to write a new page in its history with the sole objective of satisfying its CUSTOMERS.

The ambitions of the Group, which projects 50% growth by 2030, unite the teams around strong values. They are at the heart of the organisation and define a common identity.

Thus, in January 2023, its corporate name becomes Groupe STERENN, declining this name on all its subsidiaries and reinforcing at the same time their specialization and their belonging to the Group.

This new identity makes it possible to enhance the dimension of the Group, while preserving the dynamics, character and specificities of each subsidiary.

Numerous investments to support to support growth.

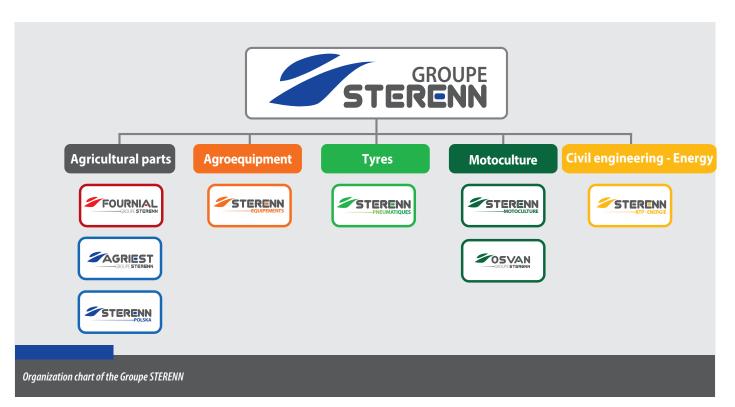
In 2022, the Groupe STERENN acquired a new ERP, now common to all its subsidiaries and allowing a better fluidity of processes.

2022 was also marked by the complete overhaul of the B-to-B web platforms of each of the subsidiaries. The websites are faster, more ergonomic and more intuitive to improve the experience and the customer experience.

The sites of Scey sur Saône (70) and La Mézière (35) have seen major expansion work begin. expansion work began. By the end of spring 2023, this will lead to an spring 2023, an increase in storage capacity of more than 7,000 m2.

These new buildings will all be equipped with photovoltaic panels.







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A word from the Director General, Laurent NUSS.

«The dynamics in which the Groupe STERENN is involved led us to write our strategic project "STERENN 2030". It includes major investments and a growth projection of more than 50% through a development on our current perimeters, but also on new markets or through external growth. In this context, the Groupe STERENN has acquired in 2022 the Belgian company OSVAN, a specialist in accessories for mowing robots.

This strategic project also aims to enhance the specialisation of our subsidiaries, while giving greater coherence to the Group and strengthening synergies and complementarities.

Specialisation is a key part of our strategy because it allows for greater efficiency, closer contact with clients and a better understanding of their needs.

It leads to a high level of technical expertise within the teams, regularly enriched by training, always at the service of its customers.

It commits us to be constantly innovative, in terms of products but also of services, in order to develop the offer and to meet the expectations of the market. This is why the Groupe STERENN has just created a unit dedicated to development and innovation.

This project is also based on strong values. Humanism, fairness and loyalty embody our way of providing solutions to our clients, but are also the guiding principle of our management policy.

Finally, the Groupe STERENN is a French group, independent, with family values. Its exclusively B to B positioning is an essential element of the relationship with its customers.»



Turnover of **212 M€** in 2022

8 specialised subsidiaries

350 employees

4 sites in France:

La Mézière (35) - Scey sur Saône (70) - Saint Cyr en Val (45) - Saint Paul les Romans (26)

1 warehouse in Poland & 1 office in Belgium

50.000 m² of covered storage



Watch the video «Groupe STERENN's values»



www.groupe-sterenn.com

To stay informed about the Groupe STERENN, you can already like and follow our pages on Facebook and LinkedIn.

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