

## Colruyt Group acquires Joos Hybrid, expert in transactional communication and document solutions

**On 19 August 2020, Colruyt Group acquired 100% of the shares of Joos Hybrid. Joos Hybrid provides hybrid total solutions for document and communication management, thus supporting large companies, SMEs and various organisations in their digital transformation. The acquisition fits with Colruyt Group's ambition to respond to evolving consumer needs and to further its continuous investments in process optimisation and digitalisation.**

### Joos Hybrid: flexible total solutions for companies

Joos Hybrid, a subsidiary of the Belgian family business Group Joos, is based in Haasrode (Belgium). The company optimises its customers' transactional communication and facilitates a multichannel approach to communication and document management.

Joos Hybrid processes data of companies and delivers it tailored to the needs of the recipients, ranging from postal services in Belgium and abroad to various digital channels (email, text message, Zoomit, Doccle, etc.). Besides printing and document management, Joos Hybrid's digital platform also facilitates electronic invoicing and payment. Its flexible total solutions enable companies to increase their efficiency and offer user friendliness and freedom of choice to their end customers. Through the use of Joos Hybrid's services, companies are able to meet changing customer needs and accelerate their digital transformation.

### Colruyt Group: personalised communication and digitalisation

The acquisition fits with Colruyt Group's ambition to respond to evolving consumer needs. Joos Hybrid's activities are complementary to the activities of Symeta, Colruyt Group's printing and document management specialist. Symeta is specialised in personalised marketing communication, whereas Joos Hybrid excels in transactional communication and document solutions. This acquisition is part of Colruyt Group's efforts to optimise and increase the sustainability of its internal processes and to also support external companies in their digital transformation.

### The transaction

Colruyt Group immediately acquires 100% of the shares of Joos Hybrid. The transaction will have no material impact on the 2020/21 net result.

Both parties have agreed not to disclose any details regarding the price or any other terms of the transaction. Arm's length principles were applied for the valuation.

### Contacts

For questions on this press release or for further information, please contact us as follows:

- Journalists: Philip D'hooge (Business Unit Manager) or Silja Decock (Press Officer).  
Tel. +32 2 363 51 11 or email: [silja.decock@colruytgroup.com](mailto:silja.decock@colruytgroup.com)
- Financial journalists and analysts: Stefaan Vandamme (CFO)  
Tel. +32 2 363 51 11 or email: [investor@colruytgroup.com](mailto:investor@colruytgroup.com)

#### About Colruyt Group

*Colruyt Group operates in the food and non-food distribution sector in Belgium, France and Luxembourg with approximately 600 own stores and 580 affiliated stores. In Belgium, this includes Colruyt, OKay, Bio-Planet, Cru, Dreamland, Dreambaby, Fiets! and the affiliated stores Spar and Spar Compact. In France, in addition to Colruyt stores, there are also affiliated Coccinelle, Coccimarket and Panier Sympa stores. The group is also actively involved in the foodservice business (supply of food products to hospitals, company canteens and catering businesses) in Belgium via Solucious. The other activities comprise the sale of fuel in Belgium (DATS 24), printing and document management solutions (Symeta) and the production of green energy (Eoly). The group employs over 30.000 employees and recorded a EUR 9,5 billion revenue in 2019/20. Colruyt is listed on Euronext Brussels (COLR) under ISIN code BE0974256852.*