



Kevin De Bruyne invests in Sports & Leisure Group

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Sports & Leisure Group (“SLG” or “the Company”), a sustainability focused leading artificial turf systems provider, and an affiliated portfolio company of Sun European Partners, LLP (“Sun European”), a leading private investment advisory firm, is delighted to announce that Kevin De Bruyne, the Manchester City and Belgian footballer, has invested in the Company.

SLG is a Belgium headquartered pioneer in artificial turf covering the entire spectrum of sports disciplines (incl. soccer, hockey, tennis, rugby, padel, American football and golf) and is globally recognized by numerous professional sports bodies, benefitting from the highest accreditations by FIFA (football), FIH (hockey), ITF (tennis), IRB (rugby), FIP (padel).

The Company is a leader in sustainability-led innovation through the continuous development of environmentally friendly artificial grass solutions and its focus on end-of-life recycling with possibility for closed loop recycling, in addition to its active R&D programme aiming to find new generation sustainable artificial grass systems. More recently, SLG has been awarded the Ecovadis Gold Rating, which further recognizes its strong focus on sustainability.

An affiliate of Sun European Partners acquired SLG alongside SLG’s management in October 2021 and since acquisition Sun European Partners has supported SLG to develop value creation initiatives both organically and inorganically to further accelerate the company’s growth. With European roots, SLG has a cross continental reach serving around 90 countries with four state of the art production sites across three continents. SLG owns amongst others two globally renowned sports brands – Domo Sports Grass and Limonta Sport.

Kevin De Bruyne commented, *“I recognise the significant opportunity for the artificial turf sector, particularly in the sports arena, and I am thrilled to be able to support such a successful and growing Belgian headquartered business. Sustainability is particularly important to me, and I am very pleased to be able to support SLG in its efforts to develop sustainable artificial grass systems.”*

John Penninck, CEO at Sports & Leisure Group, added, *“We are very excited and honoured that our fellow Belgian citizen and one of the best football players in the world, Kevin De Bruyne, has invested in SLG, one of the global leaders in artificial grass systems with its headquarters in Belgium. We look forward to our partnership and we are convinced that Kevin can greatly contribute to our highly recognized and renowned sports brands.”*

Mark Corbidge, Managing Director at Sun European Partners, LLP, concludes, *“We’re delighted that Kevin shares our view that SLG is in a strong position to take advantage of the growth in the artificial turf sector. SLG has the opportunity to grow both organically, building on its strong brands, and through acquisitions, as it has evidenced by its successful integration of Limonta. We look forward to supporting SLG and its strong management team on its continued growth and success.”*

Sports and Leisure Group is a Belgium-headquartered, sustainability focused leading artificial turf systems provider. SLG addresses sports, leisure and landscaping artificial grass systems markets through a multi-brand strategy. It covers all end-user applications and a broad geographic scope thanks to a diversified product portfolio and several routes-to-market, adapted



to local needs. The premium brands of SLG covering the sports market, with excellent track-records, are Domo Sports Grass and Limonta Sport. Both brands benefit from the highest possible accreditations such as FIFA (football) preferred producer, FIH (hockey) preferred producer, etc. The leisure and landscaping market is serviced through the following brands: FunGrass, NamGrass, GreenTouch, Nomow, Limonta landscaping and Do-Grass. SLG has a turnover of approx. 200 mio EUR, realized with a passionate and motivated team of +/- 400 people. SLG manufactures +/- 15 mio sqm of artificial grass on a yearly basis in its 4 state of the art factories.

Sun European Partners, LLP is a leading private investment advisory firm, focused on partnering with outstanding management teams to accelerate value creation. Since 1995, affiliates of Sun European have invested in more than 425 companies worldwide with revenues in excess of €40 billion across a broad range of industries and transaction structures. The Firm has built a reputation as a trusted partner, recognised for its operational experience. Sun European focuses on defensible businesses in growing markets with tangible performance improvement opportunities in the Business Services, Consumer, Healthcare, Industrial, and Technology sectors. Sun European Partners has offices in London and affiliates with offices in Boca Raton, Los Angeles, and New York.

Further information on Sun European Partners, LLP is available at www.suneuropeanpartners.com.

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