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PRESS INFORMATION

Skellefteå, 28th of June 2010

Brokk establishes a new company in Italy

Brokk AB, the world leading manufacturer of remote controlled demolition machines strengthens its presence in Italy by establishing a new subsidiary, Brokk Italia, s.r.l. as of June, 2010. Brokk has previously worked with a local distributor in Italy, but has now decided to start its own sales company and as such make a substantial and long-term investment for an even stronger presence in the Italian market.

Brokk Italia is the seventh subsidiary that Brokk has established in recent years. Brokk Australia started earlier this year following the acquisition of a local distributor, was the most recent of the other six. Brokk Italia s.r.l. will carry out sales and service functions from the office in Milan. The local Brokk staff has already started working and is off to a strong start with great response from customers in the market. *“Strategically, this is an important investment in the Italian market. We will now significantly increase our presence in the market and can now be even better in supporting our Italian customers on a daily basis. We see significant potential for Brokk in the Italian market, and setting up our own subsidiary confirms our long-term commitment to invest and grow with our customers in Italy”* says Martin Krupicka, CEO of Brokk AB.

Brokk’s customers already have close to 60 Brokk machines operating throughout Italy. And with the broadest product range in the industry with six core machine models, Brokk is now capable of meeting even more various demolition needs in the country.

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“We have already started contacting our existing and new customers and now look forward to the fall season when a lot of new projects begin. We have found that there is definitely an investment need in the market after several tough years for our customers” says Niklas Brännström, newly appointed General Manager of Brokk Italy s.r.l.

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Brokk AB is the world's leading manufacturer of remote controlled demolition machines which are used extensively the world over by the construction, tunnelling, mining, process, cement and nuclear industries. Brokk headquarters are located in Skellefteå, Sweden and the products are marketed, sold and serviced through a global network of subsidiaries, distributors and agents. Brokk is a wholly owned subsidiary of Lifco AB, Sweden.

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