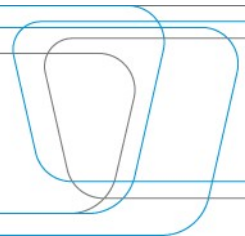




Press Release

JENSEN-GROUP Strengthens its Strategic Position in North America by Acquiring G.A. Braun



JENSEN North America, a subsidiary of JENSEN-GROUP NV, is pleased to announce the acquisition of the business of G.A. Braun, Inc. ("**Braun**"). This strategic move is a significant milestone in the growth strategy of the JENSEN-GROUP, expanding its manufacturing footprint, product portfolio, and service network across North America.

The acquisition of Braun reflects JENSEN-GROUP's unwavering commitment to the North American market and its long-term strategy to strengthen local operations and manufacturing capabilities. Founded in 1946 and expanding into manufacturing in 1956 in Syracuse, New York, Braun is a respected supplier with a well-established brand in the laundry equipment market in North America. For the fiscal year ending on December 31, 2024, Braun reported consolidated revenues of 52.0 million USD and a consolidated net income of 2.7 million USD.

With this acquisition, JENSEN will expand its North American presence with a state-of-the-art production facility and a brand with a strong reputation and a loyal customer base. JENSEN and Braun will continue to operate as distinct, separate brands, each with its own identity and unique market position. The newly founded company will be known as JENSEN Braun LLC with JENSEN acquiring the assets of Braun and its affiliates and JENSEN North America supporting and managing both JENSEN Braun LLC in Syracuse NY and JENSEN USA in Panama City FL.

"Our goal has always been to align production capacity with our sales growth," confirms Jesper Munch Jensen, CEO of the JENSEN-GROUP. "By expanding our manufacturing base in the USA, we can respond faster to customer needs, shorten delivery times, and continue delivering the high quality and reliability that define the JENSEN brand. We are delighted to welcome Braun's team into our organization and to grow together, driven by our shared commitment to customer satisfaction and continuous improvement."



“After many successful years in the laundry industry, I am proud to see Braun become part of the JENSEN team” says J.B. Werner, CEO of Braun. “We share the same values: customer focus, reliability, and a passion for building long-term partnerships. I am confident that our employees and customers are in very good hands and will benefit from the global strength and expertise of the JENSEN-GROUP.”

Details of the transaction

The acquisition of the heavy-duty laundry equipment business of Braun has been executed at a purchase price of 39.4 million USD, inclusive of normalized working capital. The transaction is mainly financed with external debt.

More information about the transaction will be disclosed in the annual report of the JENSEN-GROUP on March 27, 2026.

About the JENSEN-GROUP

The JENSEN-GROUP, listed on Euronext Brussels, assists heavy-duty laundries worldwide to provide quality textile services economically. We have become a preferred supplier in the laundry industry by leveraging our broad laundry expertise to design and supply sustainable single machines, systems and integrated solutions. We are continuously growing by extending our offer and by developing environmentally friendly and innovative products and services that address specific customer needs. The JENSEN-GROUP is the top-of-mind supplier when it comes to sustainable solutions through its CleanTech concept, highly automated material handling solutions as well as groundbreaking new approaches utilizing robotics and AI in industrial laundries. Our success results from combining our global skills with our local presence. The JENSEN-GROUP has operations in 22 countries and has distribution in more than 50 countries. As per September 30, 2025, the JENSEN-GROUP employs worldwide 2,148 employees.



About G.A. Braun

Braun is a family-owned American company with roots tracing back to the early 1900s. Today, Braun is a well-established player in heavy-duty laundry equipment, known for their reliable products, unique service programs, and dedicated customer care. With nearly 80 years of expertise, the equipment is trusted worldwide in hospitals, hotels, cruise ships, commercial and industrial laundries, and government facilities. Based in the U.S., G.A. Braun offers easy access to domestic replacement parts and boasts an unmatched support team dedicated to delivering superior products and services. As per today, Braun employs 241 employees.

The most recent financial data for Braun and its affiliate comprises the consolidated figures for the fiscal year ending December 31, 2024, prepared in accordance with local GAAP (US GAAP), as summarized in the table below.

Key figures (US GAAP) (in KUSD)	December 31 2024	December 31 2023
Net sales	52,008	50,111
Consolidated net income	2,695	2,898
Total assets	43,359	44,716

Financial calendar

- March 5, 2026 - evening: results 2025
- May 18, 2026 - evening: Trading update Q1 2026
- May 19, 2026: Annual Shareholders' Meeting
- August 6, 2026 - evening: Half-year results 2026
- November 4, 2026 - evening: Trading update Q3 2026

(End of press release)

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