PRESS INFORMATION

's-Hertogenbosch, 30 October 2026

SWISS LISTED HOLCIM ACQUIRES FAMILY-OWNED BUSINESS BRUIL

Ede, 30 October 2026 – Bruil, a 120-year-old family business, is being acquired by Holcim, the listed Swiss producer of building materials and building solutions. Bruil has a workforce of more than 250 people and supplies ready-mixed concrete, dry mortar, precast concrete and finishing products from ten production sites across the central and southern regions of the Netherlands.

After four generations, there was no successor within the family. The sale to Holcim gives the company a solid foundation for the future. The Bruil and Coba brand names will be retained.

Alfons van Woensel, managing director of Bruil, will join the management team of Holcim Deutschland. This safeguards relationships with customers and partners and allows both organisations to combine their strengths.

The acquisition supports Holcim's 'NextGen Growth 2030' strategy. Bruil strengthens Holcim's presence in the Netherlands and expands the group's offering in building solutions.

Stephan Hinrichs, CEO of Holcim Deutschland Gruppe and responsible for Holcim's activities in Germany and the Netherlands: "This acquisition is an important step in our continued growth in the region. Bruil is an excellently positioned company with modern production sites, strong roots in the Dutch market and a wealth of technical knowledge and expertise. I look forward to welcoming our new colleagues from Bruil to our team. Together, we will be able to offer our customers high-quality, integrated building solutions going forward."

The transaction has been submitted to the relevant regulatory authorities for approval and is expected to complete before the end of 2026.

SHORT PROFILE BRUIL

Bruil, founded in 1906 and headquartered in Ede, is a full-range supplier of cement-based construction products to the residential and non-residential construction sector. Its offering includes ready-mixed concrete, dry mortar and precast concrete, complemented by tile adhesives and other finishing products under the Coba brand. Customers are mainly construction companies and building materials wholesalers.

Bruil has more than 250 employees and operates ten production sites in central and southern parts of the Netherlands.

Detailed information about Bruil is available at www.bruil.nl

SHORT PROFILE HOLCIM

Holcim is one of the world's largest producers of building materials and building solutions. Founded in 1912, the group is listed on the SIX Swiss Exchange and headquartered in Zug, Switzerland. Holcim operates in 45 countries across Europe, Latin America, Asia, the Middle East and Africa, supplying cement, aggregates, concrete and building systems for infrastructure, industry and residential and non-residential construction.

The 'NextGen Growth 2030' strategy focuses on expanding Holcim's building solutions business, from high-performance concrete to systems for foundations, floors, walls and roofs. By 2030, Holcim aims to generate half of its net sales from these activities, through a combination of organic investment and acquisitions. Sustainability is another pillar of the strategy, spanning low-carbon concrete and cement as well as the recycling of construction and demolition materials.

In 2025, Holcim reported net sales of CHF 15.7 billion. The group has more than 50.000 employees.

Detailed information about Holcim is available at www.holcim.com

SHORT PROFILE BLACKTRACE MERGERS & ACQUISITIONS

Blacktrace is an award-winning independent merger and acquisition specialist, providing guidance for medium-sized and large businesses when implementing merger and acquisition transactions, attracting shareholder capital and arranging funding. Blacktrace helps companies make the transition to a higher level and provides professional support in the following areas: divestment, acquisition, management buy-out, corporate valuation, corporate financing and corporate exit.

Detailed information about Blacktrace is available at www.blacktrace.nl

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