

PRESS RELEASE



BROADVIEW

Broadview completes acquisition of Direct Online Services

Broadview Holding B.V. has reached an agreement to acquire Direct Online Services Holdings Ltd. (“DOS”). The transaction was completed on 1 May 2020.

DOS (founded in 2008) is a leading multi-channel e-commerce retailer that provides high-quality kitchen components at affordable prices. Its proposition combines products like kitchen worktops and accessories with last mile delivery and services. The company is headquartered in Gloucestershire (UK) and the group employs 270 FTE. Consolidated sales in 2019 reached GBP 39 million.

With this acquisition, Broadview aims to expand its position in the value chain of surface materials. Key goals are continued development of the positions of DOS in the United Kingdom and Germany as well as expansion into other markets. With access to innovative and premium products of its new sister companies, DOS is expected to benefit significantly from the new cooperation. In line with Broadview’s business approach, DOS will continue to operate independently and Broadview plans to work with the existing management going forward.

Broadview welcomes DOS to its family of businesses in the field of material technology, which already includes Arpa, Trespa, Formica, Westag and Homapal. With combined sales of EUR 1.2 billion and circa 6.000 employees, this cluster has a globally leading position in the market for surface materials.

’s-Hertogenbosch, 4 May 2020

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