

1 **sukigroup establishes new group structure and presents new brand identity**

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3 sukigroup is strategically realigning itself and introducing a comprehensive group structure to
4 strengthen its position in the international trading environment in the long term. At the heart of
5 this realignment is the clear definition of five independent business units: suki, Vynex, Facido,
6 FTV Asia, and DBM.S.

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8 While Facido and DBM.S will act as specialized service companies for logistics and services, suki,
9 Vynex, and FTV Asia will combine their strengths as trading companies with their own brands,
10 product portfolios, production, and international market orientation. These three companies will
11 form the backbone of the group's trading business in the future.

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13 Each of these business units brings its individual strengths, market knowledge, and cultural
14 identity to the group. The sukigroup is thus creating a flexible, but at the same time strongly
15 networked corporate model that focuses on synergies, increased efficiency, and innovative
16 strength in a globally connected environment.

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18 A central element of this transformation is the completely redesigned brand identity of
19 sukigroup. With a modern visual appearance and clear brand architecture, the aim is to
20 strengthen the group's identity and raise awareness among all stakeholders. See website:
21 www.sukigroup.eu.

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23 “We are delighted to have created a new structure and invested in a new brand identity to
24 strengthen the individual businesses and leverage the power of the group. The new brand
25 identity will enable us to draw on the full potential when dealing with customers, employees,
26 suppliers, and all external partners.” explains Sebastian Laus, Chief Executive Officer, sukigroup.

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28 With this new structure and fresh brand image, sukigroup is underlining its claim to be an
29 internationally active group of companies that develops future-oriented solutions for the retail
30 sector and promotes sustainable growth.

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32 sukigroup is part of the diversified Serafin Group, whose philosophy is based on the 150-year
33 entrepreneurial tradition of the family of shareholders. www.serafin-unternehmensgruppe.de

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35 Landscheid, May 2025

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39 www.sukigroup.eu