



## Press Release

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### **5àSec, the world leader in retail textile care opens its 1'500<sup>th</sup> shop!**

**The 5àSec Group continues its expansion and is happy to announce the opening of its 1'500<sup>th</sup> shop in the city of Wroclaw, in Poland. In 2006, the 5àSec Group will inaugurate more than 100 shops throughout the world.**

Already present in 30 countries, the 5àSec Group, world leader in retail textile care opens its 1'500<sup>th</sup> shop. Thanks to its know-how and a clear international vision, 5àSec has experienced a continuous development during the last years, not only in the number of its points of sale but more generally in its activity following the example of its growing presence in the Eastern Europe countries.

In Poland, 5àSec opened its first shop in 1999, and due to the intensive efforts of the local management team, the network is composed today of more than 70 shops spread all over the country. In addition to these polish shops and specifically the latter in the Bielany/Ikéo shopping mall in Wroclaw, the brand runs 20 shops in Hungary and the first Russian shop has opened last May in Moscow.

Furthermore, the 5àSec Group expects to seize new development opportunities in Eastern Europe and in other areas in the world in the next few months as major steps in its ambitious program for international growth.

The strength of the 5àSec concept, associated with a careful service offered to its customers, allows 5àSec to be established successfully in the countries which open up to the commercial principles of modern distribution. In this way, new countries such as China or Tunisia are now part of the countries where the brand is present.

«The 5àSec Group continues its expansion with the opening of the 1'500<sup>th</sup> shop. This event is synonymous with vitality and growth for our brand. The dynamism of our management teams and of our franchisees helps us to increase strongly our presence on the existing markets and to seize new development opportunities » states Olivier Bédât, President and Chief Executive Officer of the 5àSec Group.

#### **About the 5àSec group**

Created in 1968, the 5àSec group ([www.5asec.com](http://www.5asec.com)) has developed a unique concept of textile care shops which guarantees quick and quality services to the customer. In 2005, the 5àSec group has realized a turnover of more than 230 million euros. The main shareholder of the 5àSec group is the Pan-European equity fund manager EAC (European Acquisition Capital) based in London.

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