



Acquisition of Rodac International BV by SAM Outillage SAS

Saint-Etienne, 20th of December 2011

The SAM Group and Greenlight Investments announce the agreement of the acquisition of 100% of Rodac International B.V. by SAM Equipment SAS, subsidiary of SAM SA (effective as of 12.20.2011).

This external growth is a strategic move in SAM's expansion, who hereby complements the recent acquisition of PTS and thus amplifies the international activity of its brand; which has been present on the North-European market for a long time.

This alliance, **SAM / PTS / RODAC**, will be able to offer the widest range in hand- and pneumatic tools and also equipment in order to meet the needs of both professional distributors and end-users. The achieved dimension, combining the best skills, uniting resources, the know-how and expertise, enables a better performance and optimization of the provided service and support.

Regarding SAM Group:

SAM Group, designs, manufactures and sells a wide range of tools. SAM's main targets: the industrial, automotive and construction sector.

The brand SAM has been known in the professional world for more than 90 years, for the quality of its products, thanks to the implemented knowledge.

The Group, which is located in the Saint-Étienne region and generates €32 Million turnover, owns 2 commercial locations in the Benelux and Spain. Since last July it also owns as a subsidiary PTS, an important player in France in terms of pneumatic tools.

SAM SA's shares are traded on Euronext Paris (Section C – ISIN FR 0000044497).

During its 90-year existence, SAM has developed itself in a way to always comply with the needs in tools of its customers and end-users, with respect for the fundamental values of both the founding family and the industrial sector.

These intrinsic values enable SAM to enter existing challenges in an increasingly demanding environment. A reasonable balance between tradition and innovation makes SAM a French manufacturer of professional hand tools, still located at their original terrain, at a "penalty-kick" distance of the equally traditional football stadium Geoffrey Guichard which has gone through a similar development over the years!

Only five CEO's have succeeded each other during the last 90 years. From founder François Blanc to Noël Guichard; who worked for the company almost half a century; all to defend SAM's values, to ensure the durability of an economic and social model for which our partners and employees proudly continue to work.

Regarding Rodac International B.V.:

RODAC has been a supplier of pneumatic tools and equipment for more than 50 years. The Dutch company, 100% subsidiary of Green Light Investments, is market leader in the Benelux. The brand is known for its wide and innovative range and high quality of its products. The company, of which the management was closely involved in the acquisition, generates about €4,4 turnover. It counts 25 employees and is located in Sittard, close to Maastricht. Rodac GmbH in Germany is also part of Rodac International B.V.

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After almost half a century with SAM, Noël Guichard passed on the baton to Frédéric Champavere and Olivier Blanc, both representatives of the fourth generation and great-grandsons of the founder. After thirty years of gaining experience in large American companies and subsequently enterprising in the pharmaceutical industry, Frédéric Champavere became executive of SAM in 2010 and has been CEO since 2011.

Noël Guichard and general director Olivier Blanc, who has made career at SAM since the 90ies, have stated a strategic analysis in collaboration with Frédéric Champavere to ensure SAM's future development.

In conclusion, the company will be strengthened in three important active areas: the industrial, automotive and craft area, through external growth and the development of technical resources and technology to serve better the needs of its distributors and professional users.

The new management proudly announced the first acquisition of the company PTS in July 2011: a specialist in pneumatic tools. Rodac International B.V. was added to the SAM group in December 2011, which further expands SAM's position as a supplier of pneumatic tools and garage equipment.

Thanks to its intrinsic values, high quality professional tools and commitment of its staff, SAM is able to write the next page in its history and consequently consolidates its position as manufacturer and inevitable player in the market of hand tools.

Yours faithfully,

Frédéric Champavere, CEO SAM Outillage



To read the original message, please visit:

www.sam-actionnaires.com/pdf/20111214163935302.pdf

www.sam.eu