



Saint-Herblain, October 1st, 2015

## The LACROIX Group creates LACROIX City

To take up the challenge of increasingly smart and compact cities, the LACROIX Group creates the entity LACROIX City which will combine, from October 1<sup>st</sup>, the activities LACROIX Signalisation, LACROIX Traffic and LACROIX Sogexi under the leadership of Thierry LAUNOIS. This new entity is part of the Group's organization along with LACROIX Electronics and LACROIX Sofrel.

As population is constantly growing and becoming more urban, as people and data flows are spreading further and faster, as technology is becoming ubiquitous, so-called "smart" cities are emerging and forming genuine areas of cooperation and multiple interactions, designed around sustainable infrastructure.

In order to support local authorities and private companies in taking up the challenge, the LACROIX Group reinvents its activities in France and abroad, and creates LACROIX City, an international brand which, from October 1<sup>st</sup>, will encompass its activities related to city and roads: road signs, information processing and collecting, traffic management, design planning and lighting. LACROIX City will thus cover the entities LACROIX Signalisation (dedicated to static road signs and street furniture), LACROIX Traffic (expert in dynamic signage, including DSTA) and LACROIX Sogexi (expert in public lighting).

By acquiring DSTA (Spanish leader in dynamic road signage) and Sogexi (among the French leaders in electrical junction devices and public lighting remote management) in June, a first step in this ambition was reached.

**LACROIX City, as an industry provider designing solutions for local authorities and private companies, will provide a global answer to today's issues: directing, enhancing and securing vehicles and people's flows, at a time when the reduction of CO2 emissions and energy saving are also part of our social responsibility.**

Thierry LAUNOIS, who joined the LACROIX Group in June 2014, will be the Managing Director of LACROIX City. He will draw on his diverse experience in the world of telecoms, internet and data services, to address the issues relating to this strategic repositioning.

The offering of LACROIX City thus stands as a key business area in the LACROIX Group, on the same basis as LACROIX Electronics (electronics design and manufacturing services) and LACROIX Sofrel (remote management of water and energy networks).

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#### About LACROIX :

Through its various business areas, the LACROIX Group stands as a technology and excellence-driven industrial group serving a connected, sustainable world: electronic innovation, water & energy networks, traffic & street lighting management, smart cities. With 3700 employees, the LACROIX Group generates €356M revenue (closing as of September 2014).

[www.lacroix-group.com](http://www.lacroix-group.com)

#### About LACROIX City :

- **Areas of expertise:** Covers the activities of static vertical road signs (LACROIX Signalisation), dynamic signage (LACROIX Traffic) and public lighting (LACROIX Sogexi)
- **Headquarters:** Saint-Herblain (44)
- **Location :** Mainland France & Overseas, Spain, Cameroon
- **2014 revenue:** €100M
- **Headcount:** 650 employees
- **Customers:** Local authorities (Cities, Urban communities), infrastructure and motorway companies, ...

[www.lacroix-city.com](http://www.lacroix-city.com)

#### About LACROIX Sofrel :

- **Areas of expertise:** remote management of water networks (drinking water and waste water) and energy networks (HVAC, heating systems, heating networks...)
- **Headquarters:** Vern-sur-Seiche (35)
- **Location :** France, Spain, Italy
- **2014 revenue:** €36M
- **Headcount:** 150 employees
- **Customers:** Large private operators or local authorities (Cities, Urban communities & districts) and contractors (water networks or HVAC)

[www.lacroix-sofrel.com](http://www.lacroix-sofrel.com)

#### About LACROIX Electronics :

- **Areas of expertise:** electronics design and manufacturing services for the Aerospace & Defense, Automotive, Home Automation, Industrial and Medical sectors
- **Headquarters:** Saint-Pierre-Montlimart (49)
- **Location :** France, Germany, Poland, Tunisia
- **2014 revenue:** €220M
- **Headcount:** 2900 employees
- **Customers:** Key accounts which focus on their core business, start-ups which develop electronics products, companies which are not specialized in electronics.

[www.lacroix-electronics.com](http://www.lacroix-electronics.com)