



## Exyte as new brand for core business activities of M+W Group

**Stuttgart, 1 August 2018** – M+W Group, a global leader in the design, engineering and construction of high-technology facilities, proudly announced today the launch of a new name. The core business will execute its activities under the new brand **Exyte** with immediate effect.

The new brand name is the logical next step in the company's strategic development. As a pioneer of cleanroom technology and an unrivalled expert for controlled and regulated environments the company has developed into a leading global engineering and construction company for high-technology facilities. During the past year the company has undertaken large steps to reorganize, refocus and align its strategy to the fastest growing markets.

To better serve the growing needs of its clients, the company has successfully refocused its activities to its three strategic business segments Advanced Technology Facilities (ATF), Life Sciences and Chemicals (LSC) and Data Centers (DTC). The company has further concentrated its operations on target countries as well as aligned its global organisational and management structures.

*"We have refocused our business and are today ideally positioned to continue to deliver growth based on the significant potential we see in the markets we operate in. As a management team, we believe we need a name that responds to our new strategy, that generates more emotion and that emphasizes the future ahead of us. The rebranding of our company to Exyte is a significant milestone and a logical step forward in our strategic development," said Dr. Wolfgang Büchele, CEO of Exyte.*

The name and brand **Exyte** for the core business activities of the company comes from the English word "excite". The unique spelling was chosen to reflect the uniqueness of the company. **Exyte** stands for feelings of enthusiasm as well as for long-term engineering experience and excellence. Furthermore, the name emphasizes the company's ambition to attract and retain the best talent and to excite its customers with a pioneering spirit, its commitment to perform and its capability to find and implement tailor-made solutions around the globe. On the back of this corporate spirit, **Exyte** has won the largest project ever in its history in the first half of this fiscal year.

The new brand name will be rolled-out during the next month to come and shall be completed until the end of the year. Those activities of M+W Group that will not be part of the new branding will continue to operate as "M+W" or under their special brand name.

### **About Exyte**

Exyte is a global leader in design, engineering and construction delivering high-tech facilities, plants and factories. With a history of more than 100 years, we have developed a special expertise in controlled and regulated environments. We serve the most technically demanding clients in growth markets such as semiconductors, life sciences, and data centers across the full spectrum of services from consulting and design to managing turnkey solutions. Operating in more than 20 countries, Exyte is uniquely positioned to support clients locally and globally. In 2017, Exyte generated sales in excess of 2.4 billion euros with over 4,800 highly experienced and motivated employees. For further information about the company please see our website: <https://www.exyte.net>

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