



NEWS

RELEASE

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Ei Electronics Acquires Brooks Australia, its Exclusive Australia and New Zealand Distribution Partner.

Shannon, Ireland & Sydney, Australia, December 16th 2022. Shannon based Irish Company Ei Electronics today announced that it has acquired its Sydney Based Australian Distributor Brooks Australia.

Employing 35 people throughout Australia, Brooks is the leading supplier of fire and detection products to the residential and commercial sectors in that territory. Founded in 1977 the Brooks name is synonymous with quality and innovation and today the Company occupies a leading position in the market, in particular with key public and community housing associations across all states.

Commenting on the acquisition, Ei CEO Mick Guinee said ***“We are delighted to be making this announcement today. We commenced our relationship with Brooks 30 years ago. In the intervening time both businesses have grown significantly. Our cultures and values were a match from the start and over the last quarter of a century this has been the foundation of a mutually beneficial and highly successful business.”***

Brooks Managing Director Cameron Brooks added, ***“This is a very positive development for Brooks and in many ways a natural evolution for us. Down through the years Ei has delivered best in class European-manufactured product. We in turn have built a first-class sales and distribution network in this region, backed up by an experienced team. I’m confident that this signals the beginning of a new phase of successful growth for Brooks.”***

Brooks also supplies its own range of residential panel systems and has a longstanding relationship with Panasonic, as its exclusive technology partner for the Panasonic suite of Commercial Panel solutions. Ei is extremely supportive of and excited to be involved with the Commercial Panel Solutions and looks forward to growing this side of the Brooks business and working with Panasonic.

Mick Guinee added ***“Another key attraction for Ei is the Brooks Team. Whilst we are acquiring a business, a strong brand, and a loyal customer base, we are also acquiring many years of experience with the committed team that is in place. Our objective is to grow this team, and expand the business with our new generation of cloud-based “Connected Home” and IOT solutions. Its great news for the Brooks team and our existing Australian customers”.***

Brooks employs 26 at its Sydney headquarters, with an additional 9 Interstate in sales and support roles. As part of the acquisition Ei plans to maintain and grow the Brooks brand in Australia.

With a turnover in 2022 in excess of €390 million, and 1,250 employees worldwide, Ei Electronics www.eielectronics.com commands a leadership position globally as a manufacturer of residential fire and gas detection products.



Briefing – Key Facts About Ei Electronics.

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The Company is 100% Irish owned, and is in existence for over 55 years. Over 30 years ago it became a fully-fledged Irish Company after a management buy-out from General Electric under the direction of CEO Mick Guinee in 1988. Mick still retains the role of CEO and Chairman of the Group. Today Ei Electronics is one of the most significant employers in Ireland's Midwest.

Ei ranks as one of Ireland's largest indigenous manufacturing and exporting electronics Companies. It occupies a 32,000m² campus in Shannon where all business functions are headquartered; R&D, Sales and Marketing, Manufacturing, Customer Service and Finance & Admin.

With customers in over 30 countries worldwide, Ei also employs an additional 100 people in its 5 wholly owned overseas subsidiaries in the UK, Germany, France, the USA and Australia, bringing total headcount today to over 1,250. Over 90% of turnover is accounted for by exports, the primary overseas markets today being the UK, Germany, France USA, The Netherlands and Australia.

Earlier in 2022 the Company completed the expansion of its Shannon Campus. The new development comprises a 3 storey, 10,000m² building adjoining its existing headquarters. It includes additional manufacturing capacity, R&D, and office space, to significantly expand its current production capacity. The expansion plans underpin a strategy of maintaining 100% of manufacturing in Shannon, in addition to the co-location of other key functions on a single site.

January 2020 saw the opening of its new UK Headquarters in Oswestry, Shropshire. This also coincided with the 30th anniversary of Ei's UK subsidiary Aico. This came on the back of an expansion of Ei's German facility in 2019.

July 2020 saw the acquisition of Bristol based Company HomeLINK to further expand Ei's footprint in the Connected Home and IOT arena. A suite of Environmental Sensor solutions developed jointly by Ei and HomeLINK were brought to market in the middle of 2021.

Over the years the Ei has added a range of value-added monitoring, management and data extraction software tools to its product suite to enable interconnectivity between devices and local and remote control of complete installations. The most recent Gateway and Remote Inspection product launches mark the transition to the cloud-based management of systems, further increasing ease of management and compliance, and reducing overall cost of ownership.

Ei's fire detection and carbon monoxide products have been keeping families safe in their homes for generations – both in Ireland and globally. Today, as the Company embarks on its next phase of double digit growth, its core sensor technology will ensure it remains at the forefront of emerging cloud-based "Connected Home" and IOT developments.



Briefing – Key Facts About Brooks Australia

Brooks Australia up until this acquisition has been a private, family owned and operated company in existence for over 45 years.

Founder Peter Brooks grew the business from humble beginnings as an electrical contracting company working on the Sydney Opera House. It has grown to what is today, a market leader in dry fire safety systems and solutions.

Over the years Brooks has built an extensive nationwide distribution network and is a recognised leader in the Public Housing sector. In-house R&D provides both hardware and software development, and Brooks has local manufacturing at its Sydney Headquarters. The Company has built longstanding exclusive technology partnerships with not only Ei Electronics the European smoke alarm leader dating back to 1993, but also enjoys a valued partnership with Panasonic since 1985 in the area of commercial and residential fire panel systems.

A complete commitment to provide innovative solutions to both residential and commercial applications underpins its culture and sales and marketing approach. Brooks has many long-term employees that have grown as the company has grown. Cameron Brooks was appointed Manager Director in 2004, he and the Brooks employees know and synergise with the Ei cultural commitment to quality, service and innovation.

Many staff have 15+ years' service with Brooks. The Company employs 26 at its Sydney Headquarters, with an additional 9 in sales and support roles in Qld, WA, Vic and SA.

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Useful Links

Ei Electronics Website: www.eielectronics.com

Brooks Australia Website: www.brooks.com.au

Ei Electronics Corporate Video: <https://www.youtube.com/watch?v=MxL-nNeZZX4&t>



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