

## UTSCH and Hills Join Forces to Become The Largest License Plate Group In The World.

### Hills Numberplates Ltd and Erich Utsch AG enter into partnership.

Siegen/Birmingham — Two global leaders in license plates, Erich Utsch AG and Hills Numberplates Ltd have officially announced a partnership that will see the combined Group become the world's largest license plate group, with over 1,000 employees worldwide and customers across more than 130 countries.

As part of a management buy-out, current Hills directors, Richard Taffinder and Martin Reuben, joined together with Erich Utsch AG to acquire 100% of Hills— which includes the French market leader FaabFabricauto. Hills has over 300 employees worldwide and an annual turnover of over 50 million euros.

UTSCH CSO and COO, Tilman Schwinn, believes the synergies between the two companies are a winning combination, identifying an opportunity to scale market share and product range, as well as drive efficiencies through investment in innovation and technology.

“We are proud to be the category leader when it comes to technology and innovation, consistently delivering new solutions for our clients that exceed their expectations and drive growth in our market share,” said Schwinn.

“This partnership unlocks fresh, new opportunities for technological advancement, and gives UTSCH the unique ability to extend even more new products and bespoke license plate solutions to our customers around the globe.”

UTSCH CFO and CIO, Dominic Höffgen, led the partnership negotiations, having identified Hills technology, team and territories as key strategic advantages for the global business.

“Hills is a true heavyweight in UK, France and parts of Asia and Africa, bringing market share, experience and cultural synergies that are a strong match for the UTSCH strategy,” said Höffgen.

“Together, we have the opportunity to connect with even more new markets — introducing them to technologies, products and services they have never experienced before — as well as delivering increased efficiencies, insights and services for our current customers.”

*For more than half a century, the name UTSCH has stood for technological leadership and integrated system solutions for the production, personalization, registration and identification of vehicle license plates. Erich UTSCH AG Group continues to set new standards for vehicle identification technology worldwide.*

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