



Press Release

Regulated Information – Inside information
Tuesday 30 November 2021 at 18:00h CET

Deceuninck new co-sponsor of the Pro Team Alpecin – Fenix

Hoogde-Gits, Belgium, 30 November 2021, 18.00h – Deceuninck proudly announces that it has



Francis Van Eeckhout, CEO Deceuninck and Philip Roodhooft, General Manager Alpecin – Fenix

struck a sponsorship deal with the Alpecin – Fenix cycling team starting from 2022. With this new engagement Deceuninck confirms its strong belief in the power of cycling. Next to becoming co-sponsor of the men’s pro cycling team, Deceuninck will also sponsor the team’s mountain bike, cyclocross and women’s elite cycling team. Supporting the women’s cycling sport and female athletes to further develop their professional careers perfectly fits with the Deceuninck core values of diversity and gender equality.

Starting from January 2022 onwards Deceuninck teams up with the Alpecin – Fenix team run by Philip and Christoph Roodhooft. Headed by Mathieu van der Poel, the team primarily focuses on success in the spring classics. Yet, with sprinters as Jasper Philipsen and Tim Merlier, the team also aspires stage wins in the Grand Tours. This sponsorship deal will also bring high valued brand exposure via cyclocross and mountain bike.

Until the end of 2021 Deceuninck remains the main sponsor of the Deceuninck – Quick Step Cycling Team. Deceuninck would like to thank the team and the riders of the ‘Wolfpack’ for their inspiring spirit and incredible moments during the past 3 years.

Francis Van Eeckhout, CEO Deceuninck, comments: “I’m very delighted to communicate this partnership with Alpecin – Fenix. Supporting both young talent and enforce female cycling are two values which we both hold in very high esteem. Personally, I look forward to the spring classics and especially the Tour of Flanders. We believe that, in close collaboration with the Alpecin – Fenix team, our brand will stand out all season long.”

Philip Roodhooft, General Manager Alpecin – Fenix: “We’re delighted to partner up with Deceuninck. We have known an explosive growth over the past few years but we’re far from being at the end of this journey. Getting Deceuninck on board, alongside our current partners, will give us the means to confirm our current level and, at the same time, further develop and materialize our future ambitions. As a Belgian multinational Deceuninck understands our continuous pursuit of perfection and ambition. So, I’m sure that with this sponsor deal we will excel together.”



Building a sustainable home

Financial calendar

10 December 2021	KBC Small and Mid Cap Conference
24 February 2022	FY 2021 Results
17 August 2022	H1 2022 Results

End of press release

About Deceuninck

Founded in 1937, Deceuninck is a top 3 independent manufacturer of PVC and composite profiles for windows and doors. Headquartered in Hooglede-Gits (BE), Deceuninck is organized in 3 geographical segments: Europe, North America and Turkey & Emerging Markets. Deceuninck operates 15 vertically integrated manufacturing facilities, which together with 21 warehousing and distribution facilities guarantee the necessary service and response time to Customers. Deceuninck strongly focuses on innovation, ecology and design. Deceuninck is listed on Euronext Brussels ("DECB").

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