



Press release

Non regulated information

Friday March 7th 2025 at 07.30 AM CET

Deceuninck ends title sponsorship in cycling but remains active as a shirt sponsor

Hooglede-Gits, 7 March 2025 – Deceuninck, the Belgian designer, manufacturer, and recycler of window, door, and building solutions, will make way for a new title sponsor at the current Alpecin-Deceuninck (men's team) and Fenix-Deceuninck (women's team) at the end of 2025. The successful partnership, which began in 2021, has achieved the desired results in terms of brand awareness for the company. Deceuninck will therefore remain connected to the teams as a shirt sponsor.

Since the beginning of the collaboration, the teams have achieved an impressive record of cycling victories. The men's team, led by Mathieu van der Poel and Jasper Philipsen, experienced top years with victories in six 'Monuments,' numerous stage wins in grand tours, green jerseys in the Tour and Vuelta, and world titles on the road, in cyclocross, mountain biking, and gravel. The women's team celebrated double stage wins and the best young rider jersey in the Tour, as well as various World Championship jerseys.

Francis Van Eeckhout, Executive Chairman of Deceuninck: "Thanks to the many sporting successes and the professional approach of the team, we have managed to significantly increase our brand awareness. We have an excellent relationship with the team, so we want to remain connected to the team as a shirt sponsor.

We still see a lot of appetite among employees, customers, and partners for the opportunities the team offers in terms of hospitality and brand activation. In consultation with the team management, we have concluded that we can also strengthen each other in another form of collaboration. We hold the team in high regard, which is why we want to announce the news now. This way, the management has the freedom to engage with potential successors, while companies considering cycling as a platform know that an interesting position is becoming available."

Philip Roodhooft, General Manager of the cycling teams Alpecin-Deceuninck and Fenix-Deceuninck: "Since the first conversations in 2021, a beautiful collaboration has developed. The step was less obvious at the time than it seems today as we were not even a WorldTour-team. However, we have managed to honor the trust Deceuninck as a company and Francis personally placed in us. The gratitude for their commitment is much greater than the disappointment over the decision to take a step back. Of course, this creates a challenge for us as a team, but we were informed in time and are doing everything we can to attract a solid second title partner again.

At the same time, we are very happy that Deceuninck will remain on board as a shirt sponsor. This helps us to continue growing, but I also see it as a great compliment for how we have worked together over the past four years."



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About Deceuninck

Founded in 1937, Deceuninck is a top 3 independent designer and 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 Türkiye & Emerging Markets. Deceuninck operates 14 vertically integrated manufacturing facilities, which together with our sales and distribution facilities guarantee the necessary service and response time to Customers. Deceuninck strongly focuses on innovation, sustainability and reliability. Deceuninck is listed on Euronext Brussels ("DECB").

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