**PRESS RELEASE**

Freudenberg sells South American hygiene business to Fitesa

**Brazilian nonwoven specialist invests in the global hygiene market**

**Jacareí / Brazil. December 9, 2019. Freudenberg, the global technology group, sells its South American Hygiene nonwoven business to Fitesa, the Brazilian nonwoven specialist. Freudenberg sees the sale of the hygiene business as the best opportunity to successfully develop this business. Fitesa is one of the main suppliers of nonwovens to the global hygiene market. Both parties have agreed not to disclose the purchase price. The transaction is subject to approval by competent antitrust authorities.**

In Brazil, Freudenberg has been successful with nonwovens for the South American hygiene market since 1985. However, in recent years, the hygiene market has shifted from a regional to a global one. “Fitesa is geared to the global hygiene market. Under this umbrella, our current regional business can develop better and grow long-term in the new structures,” says Dr. Frank Heislitz, CEO Freudenberg Performance Materials. “We are very happy that with Fitesa we found a reputable global player in the hygiene business, with similar values to Freudenberg. This will be a good new home for our staff.”

“The acquisition of Freudenberg’s South American hygiene business provides us with a state-of-the-art production facility as well as with a professional and well-trained workforce, which will help us to better serve the needs of our customers,” states Silverio Baranzano, CEO of Fitesa.

The sale is limited to the hygiene business, which is run by Freudenberg Hygiene Brazil Ltda. The company has 100 employees. The transaction is subject to approval by the antitrust authorities.

The Brazilian and other South American Freudenberg Performance Materials businesses in the apparel, shoe and leather markets are not affected by the sale.

As an innovative solution partner, the company will focus in the future on customers in nine global market segments: apparel, automotive, building interiors, construction, energy, filter media, healthcare, shoe and leather goods, as well as special applications.

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**About Freudenberg Performance Materials**

Freudenberg Performance Materials is a global manufacturer of innovative technical textiles offering differentiated value propositions to a broad range of applications such as apparel, automotive, building materials, energy, filter media, healthcare, hygiene, building interiors, shoe and leather goods as well as specialties. In 2018, the company generated sales of more than €920 million and had 23 manufacturing sites in 13 countries and more than 3,600 associates. Freudenberg Performance Materials attaches great importance to social and ecological responsibility. For more information, please visit [www.freudenberg-pm.com](http://www.freudenberg-pm.com)

**About the Freudenberg Group**

Freudenberg is a global technology group that strengthens its customers and society long-term through forward-looking innovations. Together with its partners, customers and research institutions, the Freudenberg Group develops leading-edge technologies and excellent products and services for about 40 markets and for numerous applications: seals, vibration control components, technical textiles, filters, specialty chemicals, medical products and the most modern cleaning products.

Strength of innovation, strong customer orientation, diversity, and team spirit are the cornerstones of the Group. The 170-year-old company holds strong to its core values: a commitment to excellence, reliability and pro-active, responsible action.

In 2018, the Freudenberg Group employed more than 49,000 people in some 60 countries worldwide and generated sales of more than €9.4 billion. For more information, please visit [www.freudenberg.com](http://www.freudenberg.com)

**About Fitesa**

Fitesa is a supplier in the nonwoven industry and specializes in providing innovative fabrics for use in the hygiene, medical and industrial markets. The company manufactures Spunmelt, Carded, Airlaid and specialty fabrics for applications in baby care, feminine hygiene and adult incontinence as well as for medical, agricultural and industrial products. Headquartered in Gravatí, Brazil and with Executive Offices in Simpsonville, SC, USA, Fitesa has fifteen manufacturing locations in ten countries. For more information, please, visit www.fitesa.com