

## Fire Concept joins Altebra Group!

*Altebra is partnering with its Belgian sector peer, Fire Concept. As an expert in fire protection, we are strengthening our market position in Wallonia and Northern France and underscoring our ambition to offer a comprehensive package of active fire protection in various European countries.*

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**Fire Concept**, based in Quevaucamps (Hainaut province), was founded in 2004 by Frédéric Moreau. Over 20 years, he has built a successful career, growing his one-man business into a dynamic and highly regarded player in fire protection and fire detection. With a team of 35 experienced and driven specialists, a fleet of 15 vehicles, and a workshop of 3.000 m<sup>2</sup>, Fire Concept today develops a wide range of technically advanced solutions tailored mainly to industrial customers.

On the other hand, **Altebra** was set up in 1990 as a designer and installer of sprinkler systems and now offers a full spectrum of active fire protection products and services in various markets and countries. With regional anchoring, Altebra currently serves the Benelux, France and Scandinavia from six locations close to its customers. The company aims to develop regional hubs in other countries it is active in. Altebra provides custom-built fire protection systems for logistics, storage spaces, high-rise warehouses, industry, datacenters, shopping centers, hospitals, offices and car parking facilities. The company also offers foam concentrate sprinkler systems for high-risk locations, high-pressure water mist systems, smoke and heat ventilation systems, and fire compartmentalization solutions. Altebra runs a team of fully certified, experienced specialist installers to ensure fire safety systems always function perfectly and are maintained optimally.

Altebra continues to expand its presence in the Benelux region and beyond, offering a full spectrum of fire protection products and services. With this acquisition, Altebra reinforces its position as a leader in the industry, providing innovative and reliable fire safety solutions to its customers.

Frédéric Moreau will remain on board as the manager of Fire Concept and will also become a shareholder of Altebra. This ensures continuity and leverages Frédéric's expertise and experience in the industry.

In the spring of 2025, Fire Concept will move to a new office complex in Baudour (Saint-Ghislain, Mons region). With this move, it is ready to face the future with confidence as part of the Altebra Group.

**Stefaan Devolder, CEO of the Altebra Group**, commented: "We have found a partner in Fire Concept with whom we share the same DNA. Quality, innovation, and a customer-oriented approach are central to them, just as they are to us. The choice to include Fire Concept in the Altebra Group was therefore no coincidence and fits perfectly into the strategic plan to further strengthen our group's regional anchoring. This way, we want to optimize customer access to Total Fire Protection solutions and further build our position in the European market. Fire Concept is already the ideal base for Altebra in Wallonia and Northern France."

**Frédéric Moreau, Manager of Fire Concept**, added: "Joining Altebra is an exciting opportunity for Fire Concept. We share the same commitment to excellence in fire safety, and I look forward to contributing to Altebra's growth and success."

### About Altebra

Altebra (Alles Tegen Brand) is a 100% Belgian, fast-growing company and the market leader in Belgium in the field of sprinkler and foam extinguishing systems. Set up in 1990 as a designer and installer of sprinkler systems, Altebra now offers the full spectrum of active fire protection products and services in various markets and countries. Altebra serves the Benelux from six locations, ensuring a strong regional presence close to our customers. Our strategy is to take this approach further going forward, by developing regional hubs in other countries we are active in. We have our own consultancy, design department and production facilities, enabling us to select the ideal fire protection solution for each customer, based on the specific risks inherent to the functionality of the object to be protected, applicable guidelines and available budget. In doing so, we draw on our in-depth knowledge of applicable legislation and technical possibilities. Our people are the backbone of our company. As well as engineering and installing, we also provide full repair and maintenance services through our large service teams. Altebra has a team of experienced, specialized, and certified technicians to ensure the optimal functionality and maintenance of our clients' fire safety systems. We stick to our motto: "Give fire no chance".

### About Fire Concept

Fire Concept SA focuses on providing fire protection solutions, in the industrial sector in particular in the waste treatment, chemical and pharmaceutical industries. They offer services such as the installation of sprinkler systems & inert gas systems for electrical risk protection. The company also has a strong engineering department with specialists in fire protection and detection, utilizing advanced tools like AutoCAD & Revit for project execution. Additionally, Fire Concept has extensive experience in detecting flames, combustible or toxic gases, heat, smoke, and hydrocarbons in industrial environments.

Frédéric Moreau and Fire Concept were assisted in this transaction by Mensia Fiduciaire (Finance), Natasha Seghers (Legal, and FB Transmission (M&A). Altebra was assisted by Argo Law (Legal) and LDS Advisory (Finance & Tax).

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