



## **VP Solar and Tadiran Group united for the further growth of the European renewable energy market**

*Strategic partnership for the distribution of innovative renewable energy products between the Treviso based company VP Solar and the Israeli Tadiran Group listed on the Tel Aviv Stock Exchange*

*Treviso, 10 January 2022.* An agreement has been signed between Tadiran Group and VP Solar with the Israeli group becoming quotaholder of VP Solar, guaranteeing the continuity in the management of the company of the founder and CEO Mr. Stefano Loro who remains quotaholder.

VP Solar is a specialized B2B distributor of renewable energy products and systems and for energy efficiency that has been operating in the market since 1999. Thanks to the expertise of its technical-commercial team, the company offers its professional clients a one-stop-shop of customized and integrated solutions and technologies such as photovoltaic, storage systems, products for charging electric vehicles, heat pumps.

In 2021 VP Solar revenues highly increased, strengthening its leadership position in Italy and further growing in Europe.

Tadiran Group is an Israeli company listed on the Tel Aviv Stock Exchange, a leader in air conditioning and renewable energy systems, with a very well-known brand operating for more than 60 years in the Israel market.

The group aims at a significant expansion plan in Europe. Tadiran Group has also achieved international patents for its innovative air treatment technology product "Air Care O2" through which the company aims at ensuring the healthiness of the air in buildings, eliminating viruses and bacteria.

The partnership aims at backing VP Solar's continued strong growth in line with the past strong results achieved under the management of the founder Mr. Stefano Loro, keeping the current strategy and managerial team. Over the last 20 years Mr. Loro has brought the company to a prominent and leading position in Italy and Europe thanks to its wide product offering of eco-friendly and environmentally sustainable renewable energy products.

Thanks to this partnership, VP Solar can now rely also on the significant synergies achievable with the Tadiran Group, becoming its platform to develop the European market, widening the products offering in terms of eco-friendly energy products and innovative services, and entering new markets.



*"We are excited that Tadiran Group has chosen our company to further develop our growth strategy in Italy and Europe," stated Mr. Stefano Loro, founder and CEO of VP Solar. "Thanks to this partnership, our team will be strengthened so that we can achieve more rapidly new and relevant objectives, further consolidating the well-recognized historical dynamism and reliability of VP Solar".*

*"Tadiran is expanding its operations to Europe, a step forward in the realization of our growth strategy," stated Mr. Moshe Mamrod, controlling shareholder and CEO of Tadiran. "The acquisition of VP Solar is a ticket to the large and growing European market through stable and profitable activity."*

VP Solar together with Tadiran Solar, the leading distributor of renewable energy products in the Israeli market and part of the Tadiran Group, creates a reference position in the global B2B distribution market with more than 500 MW of photovoltaic products and 100 MWh of storage systems sold yearly.

VP Solar customers can rely on a further strengthening of competitiveness and availability of products and international integrated logistic services thanks to the development of customized digital platforms, the relevant investments to be undertaken and to the synergies offered by the partnership.

**For more information please visit:**

[www.vpsolar.com](http://www.vpsolar.com)

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