

PRESS RELEASE

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SBS awarded for sustainability at EICMA 2022

MILAN, ITALY. November 17, 2022 – SBS Friction A/S is working actively in integrating best-practices when it comes to Corporate Social Responsibility. This also goes for participating in events. During the 2022-edition of EICMA, SBS has been awarded in the Sustainable Exhibitor Award EICMA 2022 for the booth exhibited in Hall 15 M20.

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SBS works actively on three main scopes of impact when it comes to corporate social responsibility, also referred to as CSR:



Operations – Optimize power and utility usage in operations, focused product innovation and engagement in partnerships for the UN SDG goals.



Humans – Enabling a good and diverse working environment for employees at SBS facilities, while also supplying braking excellence to riders.



Community & Environment – Support the communities engaged in motorcycling to enable passionate progression and sustainable local development, ensure diversity in nature that all riders like to ride in and reduce the negative impact of the industry in general.

The panel of evaluators including representatives from EICMA, RIGHT HUB and PLEF-Planet Life Economy Foundation ETS, awarded SBS because of the company's reusable booth structure, use of recyclable wooden structure, LED lighting and for going above and beyond to use public/electric transportation while staying in Milan during the expo. Additionally, SBS has paid a dedicated climate fee for transportation of freight forth and back from Denmark to Italy.

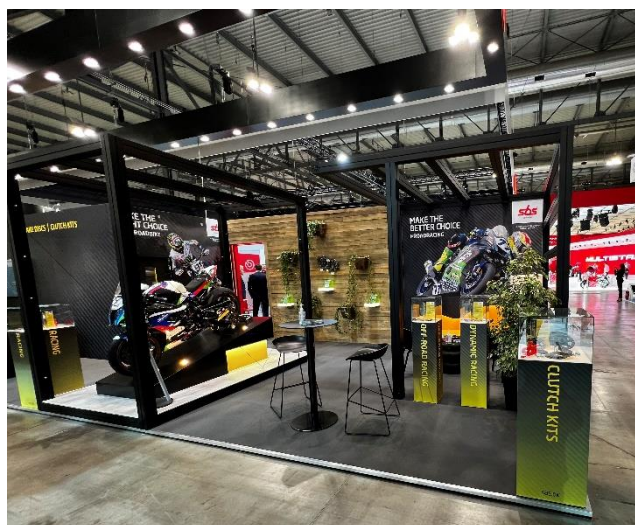


Image: SBS EICMA 2022 booth that was awarded Sustainable Exhibitor Award EICMA 2022.

- It goes without saying, that we are proud to be recognized among the many exhibitors as one that do good in the aspect of sustainability. We are on a mission in SBS to transition our entire production into a fossil-free production and producing products that has a reduced footprint. As

a company and part of an industry, we must regard CSR in a 365-degree perspective, and that also includes our participation in events. We still have improvements to make, and we can by 2023 already share improved measures of impact, says Thomas Midtgaard-Jørgensen, Marketing Manager and CSR Champion at SBS.

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About SBS Friction A/S

SBS Friction is the preferred OE and aftermarket supplier of brake pads and friction solutions for motorcycles, scooters, ATV/UTVs, special cars and industrial applications, including wind turbines. Our product portfolio also includes brake discs, clutch kits, brake shoes, brake shims and more. SBS Friction has as an industry-first, received full approval according to the ECE R90 regulation, providing riders the most reliable quality in terms of design, manufacturing, and performance. Furthermore, SBS brake pads are enforced with NUCAP NRS technology, which secures a mechanical and indestructible bonding of the compound. SBS Friction is your reliable brake part supplier when you seek braking excellence. Go Ahead - we have the power to stop you! Visit <https://www.sbsbrakes.com/>

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