



ELASTIC INTERFACE®, PART OF THE CYPAD GROUP, ANNOUNCES THE NOMINATION OF MASSIMO FREGONESE AS NEW CEO

After PM& Partners SGR entered as majority shareholder, new CEO Massimo Fregonese now takes charge of Elastic Interface® and the whole CyPad Group.

San Vendemiano (Treviso - Italy), June 7st 2021 – Elastic Interface®, Berenis e BikePad, world leader group of companies in the production of pads for cycling apparel, announce new CEO Massimo Fregonese.

Massimo Fregonese boasts a solid and recognized background in the outdoor industry as well as an outstanding experience in brand management and international sales. He comes from SIGG Switzerland where he held the position of International Sales Director. His vast and acknowledged understanding of the outdoor world led him to work for famous brands, notably in the alpine, running and cycling areas. He held the position of International Sales & Marketing Director at CamelBak and he was the mind behind the launch of the famous fi'zi:k brand.

With an outstanding track record in opening new markets and developing new product categories, Massimo Fregonese also vaunts a great experience in advising start-up Sporting Goods Companies and leading cross functional teams.

From June 1st, 2021 Fregonese is the new CEO of Elastic Interface®, Berenis and Bikepad and as such he will be in charge to manage all activities of the group's three owned brands.

“In my professional life I have always had the luck to meet and work with inspirational people and motivating companies, from fi'zi:k to CamelBak and recently at SIGG Switzerland, enjoying my job and having fun doing it and achieving great results. – says Mr. Fregonese - At CyPad Group I feel at home and somehow, I'm coming back to where everything started, by taking care of the cyclist's performances.”

The new CEO was chosen to support the CyPad business in an ambitious development plan – approaching new sports and product categories whilst strengthening the brand awareness and leadership position in the worldwide marketplace.

About Elastic Interface® and the CyPad group

Headquartered in San Vendemiano, near Treviso, in North East Italy, the CyPad Group is a multinational company with offices and plants located in Italy, Croatia and Mexico. Its products are sold in over 40 countries around the world, under three different labels.

Elastic Interface® is undoubtedly the most famous one. 100% Made in Italy in the Treviso plants, it is the choice of the most prestigious cycling clothing companies in the world, including Assos, Gore, Specialized, Rapha and Giro, to name but a few. Elastic Interface® is joined by Berenis, which manufactures products in Croatia with an excellent value for money and entirely Made in Europe, and Bikepad, which makes competitively priced, USMCA friendly products that are proudly 100% Made in Mexico.

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