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Press release - Walter Mastelinck and KeBeK Private Equity commit themselves to the Belgian market leader in exhibition stands

Monday 11 June 2018 - Ann Vancoillie and Dirk Deleu of Creaplan, the Nazareth-based Belgian market leader in exhibition stands, displays and interiors, are joined by two new shareholders: entrepreneur Walter Mastelinck and the Belgium investment fund KeBeK Private Equity. Mastelinck will also become CEO of the company.

Founders Ann Vancoillie and Dirk Deleu: "The Belgian investment fund KeBeK Private Equity offers additional means and know-how. Walter is an entrepreneur in heart and soul. As CEO, he will be able to focus fully on the opportunities of Creaplan with due respect for the company's friendly and open corporate culture. We will nevertheless remain closely involved in the operation of the company in our capacity as partners. We can furthermore keep on focussing on Aluvision, which develops and produces solutions for the international exhibition stand and event industry."

Entrepreneur Walter Mastelinck founded Transics, European market leader in fleet management solutions for the transport and logistics industries, in 1991. He headed the company until the end of 2016. Mastelinck is a partner and the new CEO of Creaplan as from 11 June. "I am a partner for a one-third share and will take care of the daily management. I am a passionate entrepreneur and I think it is great to proactively build towards a successful future with a team of motivated people. Creaplan has been a dynamic company of entrepreneurs and for entrepreneurs since its foundation. A company with a experienced & well-oiled team and an open and friendly spirit, which I love. I really look forward to developing and implementing a creative and successful strategy for growth on a daily basis together with all employees and partners."

The second additional shareholder will be KeBeK Private Equity, an independent Belgian private equity fund that invests in solid SMEs with clear potential for further value creation. KeBeK Private Equity actively supports Creaplan's management team without intervening in the everyday management. "Creaplan has a strong position in a fragmented market. We are impressed by the way in which the company has evolved in recent years under the leadership of the current shareholders. The company has managed to develop into a reliable, value-generating and creative partner in exhibition stands for its customers. We look forward to further developing the company on a national and international level together with Walter, Ann and Dirk," says Gert Van Huffel, managing partner at KeBeK Private Equity.

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