

HOMAG further strengthens customer proximity in the Benelux countries

Schopfloch, 16. April 2026. The HOMAG Group is continuing the strategic development of its sales and service activities in the Benelux countries in order to sustainably strengthen its close relationship with customers.

The Benelux region has been of great importance to the HOMAG Group for many decades. Against this background, the establishment of dedicated sales and service subsidiaries in both Belgium and the Netherlands is planned. As a result, customers in Belgium, the Netherlands, and Luxembourg will now have an even greater opportunity to work directly with the HOMAG Group.

This new offering complements the existing market structures and deliberately expands customers' range of options. With this step, HOMAG aims to further secure its market position and consistently enhance its high standards in terms of quality, consulting, and service.

The new units will act as central points of contact for customers in the areas of consulting and project support, as well as the sales of machines and systems. In addition, the following services will be offered for both existing and newly installed machines:

- Hotline and remote support
- On-site technician support / inspections / repairs
- Installation and commissioning
- Spare parts
- Modernizations

Long-standing partnerships and expanded freedom of choice

Global Head of Sales Frederik Meyer explains: "The successful market development of the HOMAG Group in the Benelux countries is based on strong and committed partners. Over many years, the companies of the OPTIMAT Group have made a significant contribution as sales partners, supporting our customers and strengthening the HOMAG brand. Regardless of the new direct offering, the companies of the OPTIMAT Group will continue to be authorized to sell machines and systems of the HOMAG Group, as well as to provide related services. Customers can independently decide which business partner they wish to work with. With the expanded direct approach, we are offering our customers additional options without dismantling proven structures."

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Customer Contact

Until the formal completion of the respective company formations, customers can reach the HOMAG Group as follows:

Sales & General Inquiries

- Netherlands: info-netherlands@homag.com
- Belgium: info-belgium@homag.com

Service

- Netherlands: service-netherlands@homag.com
- Belgium: service-belgium@homag.com

Company Background

The HOMAG Group is the world's leading provider of integrated solutions for production in the woodworking industry and craft sector. With 13 specialized production plants worldwide, around 20 company-owned sales and service subsidiaries, and approximately 60 exclusive sales partners, the company is a unique system provider and employs around 6,500 people worldwide. Through end-to-end digital data flow from the point of sale to the entire production process, combined with a comprehensive software suite, the HOMAG Group offers solutions for digitalized production. The "tapio" ecosystem (an open Internet of Things platform) also maps the data flow along the entire value chain of the woodworking industry. Since October 2014, the HOMAG Group has been a majority-owned company of the Dürr Group.

Disclaimer

This release contains certain forward-looking statements. Forward-looking statements are all statements that do not relate to historical facts and events and include formulations such as "believes," "estimates," "assumes," "expects," "anticipates," "forecasts," "intends," "could," "will," "should," or similar expressions. Such forward-looking statements are subject to risks and uncertainties, as they relate to future events and are based on current assumptions of the company, which may not materialize or may not materialize as expected in the future. The company points out that such forward-looking statements are not guarantees of future performance; actual results, including the financial position and profitability of the HOMAG Group as well as the development of economic and regulatory conditions, may differ materially (particularly in a negative way) from those expressly or implicitly assumed or described in these statements. Even if actual results correspond to the forward-looking statements contained in this release, there can be no assurance that this will continue to be the case in the future.

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