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Beretta Holding expands its presence in the UK with the prestigious acquisition of Holland & Holland

MELBOURNE, Victoria, 01 February 2021 – Beretta Holding has signed an agreement for the acquisition of 100% of Holland and Holland Ltd. The deal takes effect from February 1, 2021 (terms and conditions are not disclosed).

Holland & Holland is one of the foremost brands in British gun-making, serving elite international clients with the world's finest handmade shotguns and rifles.

Beretta Holding has been looking to acquire a premium luxury brand, and Holland and Holland is a fitting partner, fulfilling all the elements of finest gun making; a rich history, independent manufacturing facilities and outstanding products. Beretta Holding wishes to preserve the precious heritage of Holland & Holland in the United Kingdom with a high dedication to skilled craftsmanship.

Pietro Gussalli Beretta, President and CEO of Beretta Holding has declared: "This is a truly exciting development and a great achievement for the Beretta family, further increasing the Group's international footprint. Faced with the Brexit challenges, I am very pleased to increase our direct presence in the important UK market, where we are already active with our well-established distribution subsidiary."

Included in the deal is the prestigious Holland & Holland Shooting Ground, located in West London, which boasts some of the finest facilities in the UK.

Beretta Holding is committed to the shooting sports sector and has a proud history of investing in brands that come under its umbrella and will continue to do so with its newest acquisition, Holland & Holland, to the benefit of this famous gun maker.



<https://www.hollandandholland.com/>

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