

## Press release

Acigné, November 2021

**The MX, MANIP' and MACH Connectors brands are now united under the new company brand : M-extend**

### **M-extend, a company brand**

This is a key moment in the company's history, initially known as Mailleux, then MX and now M-extend. This important milestone is a reflection of the company's historic past and its future ambitions.

Over the past decade, our family-owned, independent group has accelerated its growth in the international arena, opening two factories in India and Brazil. Our products are now distributed in 64 countries. The company is aiming to grow its market share internationally and to further develop its OEM partnerships. Under these conditions, it was important to adopt a name that not only reflects this growth and accommodates our future developments, but one that also unites our employees under a single banner.

As Frédéric Martin, CEO of the M-extend group, notes: "Our group is fully engaged in this transformation; we have an investment programme, totalling €30 million over the next four years, which will largely be focused on our production capabilities. We are proud of what we have been able to achieve, while remaining true to our values as an independent family business. This change of company brand is an illustration of this dynamism." »

With its new logo, the M-extend name will be deployed as a company brand. The MX, MANIP' and Mach Connectors brands are driving growth and are the pride of the group.

M-extend is the name under which the company will be recruiting, especially via its website [www.m-extend.com](http://www.m-extend.com). The group has 1,000 employees worldwide, 750 of whom work at its French sites in Acigné and Loudun.

"There are many opportunities available. For example, we are currently advertising for 40 permanent positions. The company requires people from 150 disciplines, ranging from design to production to marketing", says Florence Valeau, M-extend France's Director of Human Resources.



### **The M-extend brand promise**

M-extend's mission is "Making handling easier for farmers". It is indicative of our promise to enhance and simplify the farmers' lives by developing innovative handling solutions that help to reduce the burden of recurrent tasks. This we do by observing what farmers themselves are doing, and by talking and listening to them.

### **Meaning of the M-extend logo**

The logo is composed of the capital letter "M" representing the house Mailleux, Mother House. The word M-extend extends beyond the "M" and expresses the extension and development of the company internationally.



### **A look back at key events in the history of the brands and the company**

**The Mailleux company is founded in Acigné, Brittany, in 1951.**

In 1994, Mailleux acquires Lemoine Brillu

In 2005, as the company goes international, its name is changed to MX and its products marketed under this brand.

In 2010, the company acquires MANIP', based in Loudun (86, France).

In 2012, a plant opens in Pune, India.

In 2014, a plant opens in Curritiba, Brazil.

In 2021, MX becomes M-extend; its products are still marketed under the commercial brands MX, MANIP' and Mach Connectors.

M-extend's head office is in Acigné (35, France); the company's four factories are in Acigné (35), Loudun (86, France), and in India and Brazil.



## About us

M-extend is a family-run, independent group that was founded in 1951. With our history, our mission, our values and our culture of innovation, we promote our commercial brands (MX, MANIP', Mach Connectors) as offering farmers solutions that make their handling work easier.

From our two French sites and our international sites, where we employ more than 1,000 people, we control every stage required to create a product: from design to production, and then on to marketing.

Our strength lies in our integrated strategy, our knowledge of the tractors on which our handling solutions are employed, and also in our close links with the users of our products and services.

Our long-standing and respectful commitment to our workforce, our customers and all of our partners enables our mutually advantageous and harmonious international growth.

## Contact

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