

PRESS RELEASE**SENSECA ACQUIRES BIRAL****Senseca announces the acquisition of Biral, strengthening its leadership
in environmental measurement technology**

October 24, 2024 – Senseca, a global leader in environmental monitoring and measurement technology, has acquired British-based Biral, a provider of high-precision meteorological sensors. This acquisition strengthens the Senseca portfolio and supports its strategic focus of addressing global megatrends like weather monitoring and the transition to renewable energy.

Senseca has acquired the full shareholding of Biral, who will gradually be integrated into the Senseca operations whilst maintaining its own branding for the time being.

With decades of experience and a strong international presence, Biral has been at the forefront of setting the industry standard for advanced environmental sensors. The company's focused portfolio is highly recognized for its precision in monitoring visibility, present weather conditions, and thunderstorm detection, serving customers across multiple industries worldwide.

Biral's in-depth expertise and specialized products will enable Senseca to strengthen its position as a global leader in environmental sensor technology. This acquisition will support Senseca's strategic focus on solutions that address critical environmental challenges, with an emphasis on the growing demand for advanced weather monitoring systems.

Chief Executive Officer of Senseca, Christian Unterberger, commented on the acquisition: " Biral's highly specialized focus on visibility and present weather sensors, as well as thunderstorm detection, fits perfectly with our strategy of creating a very focused and comprehensive portfolio of environmental sensor technologies. Biral's innovative solutions will enable us to address the growing demand for precision weather monitoring across multiple sectors, from renewable energy to aviation, marine, infrastructure and road safety."

As part of the transition, Biral's CEO Paul Smith will retire after decades of dedicated service, handing over to Finance Director Ben Lockwood, who will become Biral's new Managing Director.

Paul Smith, reflects on his time at the company "It has been an honour to lead Biral and witness our growth into a company known for precision and reliability. I'm confident that under the leadership of Senseca, Biral will continue to thrive and innovate for the benefit of our clients and the industries they serve."

Senseca Germany GmbH

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"I'm delighted to take on the Managing Director role as Biral joins Senseca," said Ben Lockwood. "This transition presents a great opportunity for us to benefit from Senseca's large global network and resources. This will enable us to continue to enhance our legacy of the development of innovative technologies and deliver even greater value to our customers. We at Biral are excited to be joining Senseca on this road to greater expansion for the future" Lockwood concluded.

With this acquisition, Senseca solidifies its leadership in environmental measurement solutions, ensuring continued innovation and support for key industries driven by the need for real-time, accurate environmental data.

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Note To Editors

About Senseca

At Senseca we strive towards excellence in connecting the physical and digital worlds through innovative measurement solutions for a wide range of parameters: level, flow, pressure, temperature, conductivity, light, wind, humidity, as well as measurement of meteorological data.

Our products can be found in all major applications related to megatrends, such as smart factories and cities, renewable energy, agriculture, water management, healthcare, and pharma. Ready to meet the challenges of the IoT.

In accordance with the highest industry and environmental standards, we manufacture our products in our state-of-the-art facilities in Germany and Italy.

Senseca is a team of over 300 dedicated experts united by a passion for top-notch measurement technology and the belief of making a valuable contribution to a sustainable world.

About BIRAL

Biral is a global leader in the provision of high-precision meteorological sensors, delivering accurate and reliable weather monitoring data for critical sectors. With over 25 years of experience, Biral's comprehensive range of advanced sensors supports industries including airports, wind farms, offshore platforms, road and transport networks, stadiums, and golf courses. These sensors measure key

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meteorological phenomena such as precipitation, visibility, and lightning activity, ensuring the safety and operational efficiency of various infrastructure and public environments.

In addition to cutting-edge sensor technology, Biral is renowned for its comprehensive customer support services. The company offers lifetime product support, ensuring that sensors maintain optimal performance throughout their lifespan. Biral also provides flexible ordering options, tailored to meet the specific needs of each project. For more information about Biral's solutions, visit www.biral.com.

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