



Mollo Noleggio continues its expansion with two acquisitions, Monia Noleggi and Parmiani Noleggi

Mollo Noleggio seizes for the first time in its history the opportunity to grow through acquisitions, confirming the development strategy on the Italian territory, with the purchase of Monia Noleggi, and Parmiani Noleggi. Mollo Noleggio identifies new growth methods to continue his expansion

Mollo Noleggio continues its policy of widespread expansion on the Italian territory through two acquisitions: Monia Noleggi located in Forlì (FC) and Parmiani Noleggi located in Montagna in Valtellina (SO).

The first acquisition is that of Monia Noleggi, which has been active for over 25 years in the Romagna area, where it is well known for the rental of aerial work platforms. Mollo acquired 100% of the business of Monia Noleggi, that consequently is now integrated in the Mollo Noleggio branch in Forlì.

Regarding this first operation, Mauro Mollo, President of Mollo Noleggio, declares: *"The acquisition was completed quickly with great satisfaction. We wanted to invest in Emilia-Romagna, at the same time Monia Noleggi's property had new development projects in other sectors: we found a point of convergence that facilitated the success of the operation. From a commercial point of view, Monia Noleggi is a brand with excellent references in its area featuring a business model characterized by great flexibility aimed in particular at small businesses; customers will now find a ready and flexible structure that will operate following the procedures and the organizational model of our network, with additional advantages deriving from a wider and more equipped offer".*

The second operation is the acquisition of Parmiani Noleggi, a historic company that operates in Valtellina, Lecco and near Swiss frontier territory. Parmiani, a well-structured company, in addition to the main office in Montagna in Valtellina (SO), has two other branches, in Piantedo (SO) and Garbagnate Monastero (LC). Mollo Noleggio has acquired 100% ownership of the company. Parmiani Noleggi will continue to operate under its brand, led by the founders' daughter, Chiara Parmiani, with the role of CEO.

On this acquisition, Mauro Mollo declares: *“The acquisition of Parmiani Noleggi allows us to consolidate our presence in northern Lombardy, bringing Mollo Noleggio points in this region to 11”*. The acquisition will immediately generate synergies and opportunities starting with those related to the fleet: in past Parmiani Noleggi relied on a fleet of about 150 units mainly focused on the rental of aerial platforms and lifting equipment, now it will be able to add new products from Mollo Noleggio portfolio and develop business, for example, in earthmoving, construction and industry. Mollo Noleggio is looking for new business opportunities also in Switzerland, a country in which Parmiani already operates.

Mauro Mollo explains: *“We want to continue to manage the development of Mollo Noleggio according to the strategic lines that led us to what we are today, but at the same time we show that we are ready to welcome new opportunities. It is not a change of strategy: the company has grown, we rely on a solid and well-set structure, we strengthened our internal organization. We will continue to open new branches and carry out our projects, but we believe we are ready for other acquisitions”*.

Mollo Noleggio

Mollo Noleggio was born in the seventies in Alba, in the province of Cuneo (Italy). Since then, the company has developed its activities becoming the most important rental company in Italy and entered the top 50 companies in Europe, with over 400 employees operating at 45 rental centers. The company boasts the largest fleet available in Italy, with a highly technological and state-of-the-art fleet consisting of over 9.000 units, including aerial platforms, lifting equipment, construction cranes, trucks, earthmoving machinery, construction machinery and equipment, generators and light towers, portable toilets, monoblocks and containers.

Captions

- 1 Mollo Noleggio's headquarter in Alba (CN), loc. Vaccheria
- 2 The branch of Forlì - Monia Noleggi
- 3 The headquarters of Parmiani Noleggi
- 4 Mauro Mollo, President of Mollo Noleggio
- 5-6 Rental activities by Mollo Noleggio

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