

## PRESS RELEASE

15<sup>th</sup> August 2024

### Acal BFi acquires Impulse Embedded Limited

(Stoke on Trent, Staffordshire, UK) Impulse Corporation Limited are pleased to announce they have signed and completed an agreement for the sale of Impulse Embedded Limited to Acal BFi, part of the European Acal BFi Group of companies with its Head Office in the UK.

Acal BFi is a leading provider of design led technical sales support to its 6,000 customers across Europe, designing and supplying custom solutions and components from a broad range of products including Embedded Systems, Power Supplies and Imaging Cameras. The company, which has sales of over €200 million, has been established in Europe for over 50 years and has twelve offices across ten countries. Acal BFi is well funded to support the company's plans for organic and acquisitive growth.

Acal BFi's strategic plan is to continue developing its existing Embedded Computing business in the UK and Europe by acquiring established companies with a similar design-led solutions approach and a strong brand image in their markets. The aim is to create a European Embedded Computing group of companies that will retain their brand, local customer and supplier relationships and build on the expertise of the acquired sales teams. Impulse is the Group's first UK acquisition as part of this strategy.

Our relationship with customers and suppliers will remain unchanged as we continue to work independently with them, but with the benefit of a new owner whose customer and supplier strategy is aligned to our own and who will continue to invest in our future development and growth.

Craig Stone, Impulse Embedded CEO said - *"We are excited to join the Acal BFi Group of companies and continue our success with their support. Impulse Embedded, with its 30-year history, will keep operating under its current brand and it will be very much, business as usual. We'll maintain our customer support by leveraging our industry insight with technology know-how to provide outstanding solutions for computing, control, and communications in challenging environments."*

For further information please contact Impulse Embedded or visit [www.impulse-embedded.co.uk](http://www.impulse-embedded.co.uk)

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### About Impulse

Impulse Embedded Limited is a leading provider of industrial computing and connectivity solutions. Based in the Midlands in a purpose built 35,000 sq. foot facility we design, build, and deliver innovative computing and networking solutions to a wide variety of industrial market sectors.

### IMPULSE EMBEDDED LIMITED

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