

Press release

## Motocard becomes the leading B Corp company in the motor sector in Spain

*The company joins the B Corp movement two years after Abac Capital, the fund manager, whose mission is to lead the sustainable transformation of its portfolio investments*

**11 January 2023.** The leading brand in the distribution of motorcycle equipment in Europe, Motocard, achieved B Corp status for its commitment to social, environmental, governance and economic performance.

With more than 40 years of experience in the sector, Motocard has become the first company in Spain in the motor sector to achieve B Corp status. In terms of sustainability, its main mission is to help improve the safety of all motorcycle and bicycle users, promoting the correct use of technical equipment. Likewise, its compliance with high standards of social and environmental performance, public transparency and legal responsibility have led to its certification, in addition to continuing to work to have a more efficient and inclusive business model. Motocard has more than 20 stores throughout Spain, Andorra, Italy, and Portugal.

**Silvia Bach**, CEO of Motocard, said *"being part of the B Corp community is a source of pride for me personally, for Motocard as a company, but above all for the employees, who are the ones who have pushed us. Today it is not only important to do things well but also to do them with meaning."*

B Corp is a global movement of companies that build a more sustainable economy for all people and the planet. B Lab is a non-profit organization that recognizes those companies that have a purpose and that generate value for all stakeholders, in addition to pursuing economic goals.

Motocard is aligned with the values of B Corp and having surpassed the high standard demonstrates the company's commitment to all of its stakeholders.

### **Abac and the creation of sustainable value**

Motocard has been owned since 2018 by Abac Capital's first fund. Abac Capital, which in 2021 became the first Spanish mid-market private equity firm to obtain the B Corp distinction, signed an agreement with B Lab Spain to join forces and jointly promote the integration of impact measurement and management tools in Abac's investees.

The collaboration between the two organizations made it possible to provide Motocard and the rest of Abac's investees with information, training, support, and tools, such as the B Impact Assessment (BIA) –an internationally recognized standard for measuring and managing the impact of organizations.

*"As private equity managers we can contribute to the sustainable transformation of our invested companies. That is why at Abac we have a team that works with our portfolio to manage and improve their impact. The fact that Motocard has become part of the B Corp group of companies is proof that things can be done differently and that an equitable, inclusive, and regenerative economic model for all people and the planet is possible,"* said **Oriol Pinya**, Founding partner and CEO of Abac Capital.

As for the rest of Abac's investees, one third of the fund manager's portfolio has already exceeded the standard to apply to be a B Corp, after implementing new and more effective measures to improve and manage their sustainability.

#### **About Abac Capital**

Abac Capital is a private equity fund manager supported by institutional investors from Europe, the US and Asia Pacific. Abac invests in mid-cap Spanish companies with scope for international expansion. The Abac team, headed up by Oriol Pinya, Borja Martínez de la Rosa, and Federico Conchillo, boasts more than 100 years' experience in the private equity sector and a track record that encompasses a broad spectrum of sectors, markets, development phases and types of debt and equity instruments. Abac Capital is B Corp-certified, evidencing its commitment to sustainability. Its investment portfolio currently includes Plating Brap, a leading European player in electrolytic plating for plastic with applications in multiple sectors; Avanza Food, a multibrand restaurant group; Motocard, the leading Spanish motorbike accessory retailer; Grupo Agroponiente, a leading agricultural firm in southern Europe; Iberfrasa, a manufacturer of personal hygiene and home-cleaning products and the leader in the private-label brand segment in Spain; Nuzoa, a veterinary product distributor; Kitchen Bath Ventures, a firm devoted to the design and manufacture of kitchen furniture; Intermas, a manufacturer of high-performance technical materials with a broad spectrum of end uses; and BTSA, the leading manufacturer of natural antioxidants. [www.abaccapital.com](http://www.abaccapital.com)

#### **About Motocard**

Motocard is a leader in the distribution of motorcycle gear and accessories in Europe as well as cycling. But, above all, at Motocard we are passionate about speed and everything that moves on wheels. We have accumulated more than 40 years of experience in the sector, since 1982, and, currently, we are present in cities such as Madrid, Barcelona, Valencia, Malaga, Seville, Zaragoza, Lisbon, Porto, and Andorra. These locations are supported by the online store [Motocard.com](http://Motocard.com), which serves all enthusiasts of two wheels wherever they are. Since 2022, Motocard also has a presence in Italy with the purchase of the emblematic Motorama store in Florence.

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