

To clients and retailers,

January 2018

## NEW STRATEGIC COOPERATION BETWEEN ICM AND NORDEN OLJE

On February 1st 2018, ICM will enter into a strategic cooperation with Norden Olje Aps. Thus, ICM becomes an authorised distributor of Norden Olje products in Denmark. As part of the cooperation, ICM will take over Norden Olje's sales force in Denmark as of February 1st 2018.

Through this cooperation, we wish to strengthen our profile as Denmark's leading distributor of '**Safety for you and your workplace**'. We already advise costumers on the correct choice of personal protective equipment and products for protecting the environment. Now, we will be adding chemical products that comply with all occupational safety requirements. This is a natural extension of our product range and another indicator of good and safe work environment.

Norden Olje's sales force consists of 11 sales consultants and sales manager Jørgen Mikkelsen. Their primary focus has been on smaller clients in industry, crafts, transportation, public sector and agriculture selling chemicals, cleaning agents, personal hygiene, gloves, grease and oil, aerosols, cleaning wipes, and more. As part of ICM, their operation will continue largely unchanged apart from the inclusion of ICM products. They will focus on work environment products whereas the remaining sales teams at ICM will focus on personal protection.

Norden Olje's product range will be available to all clients including ICM's own retailers, which means that our retailers will be able to deliver Norden Olje products once the demand increases.

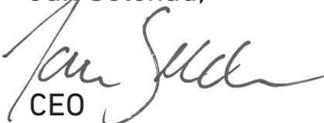
In the future, ICM will ship Norden Olje products from the logistics centre in Odense, Denmark. Keep an eye on our web shop, as Norden Olje will be available with complete documentation on **www.icmsafety.com** shortly. This means that clients will be able to purchase all their safety needs in one place to an even greater degree.

For clarification, this is not an acquisition of the company Norden Olje. Therefore, all invoices must be paid to Norden Olje Aps until 1 February 2018. New invoices issued after 1 February 2018 will contain ICM's payment instructions.

We look forward to expanding the cooperation and to offering an even larger range of safety products.

Best regards,

Jan Selchau,



CEO