



 KE ACADEMY

WELCOME TO LAS VEGAS



PRODUCT OVERVIEW
NEW PRODUCTS
CUSTOMER SERVICE

FOCUSING ALSO ON

MARKETING TOOLS

AND INTRODUCING

SPECIALIZED VENDORS

WELCOME TO KE



365 DAYS OUTDOOR

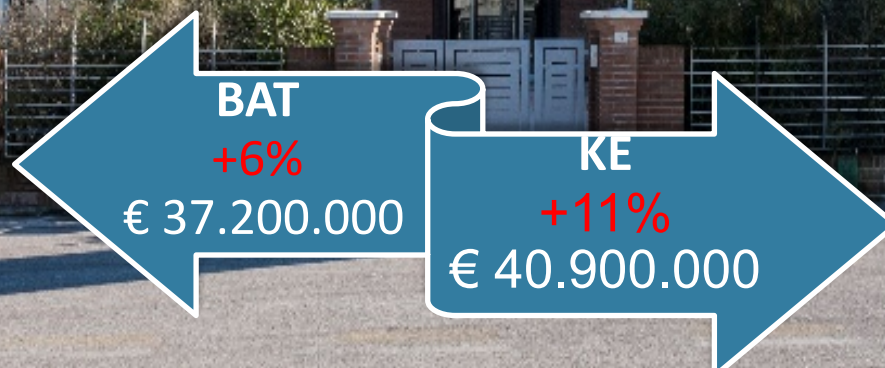
A HISTORY OF PASSION AND COMPETENCE

- 1983 BAT
- 1987 KE
- 2008 INTERNATIONALIZATION
- 2009 GENNIUS
- 2012 SCREEN
- 2014 KEDRY
- 2016 SAILS
- 2017 ISOLA 2
- 2018 SPACE

KE AT A WORLD'S GLANCE



BAT GROUP: ONE GROUP, ONE PROJECT IN EVOLUTION





OUR VISION

TO REVOLUTIONIZE OUTDOOR LIFESTYLE

OUR MISSION

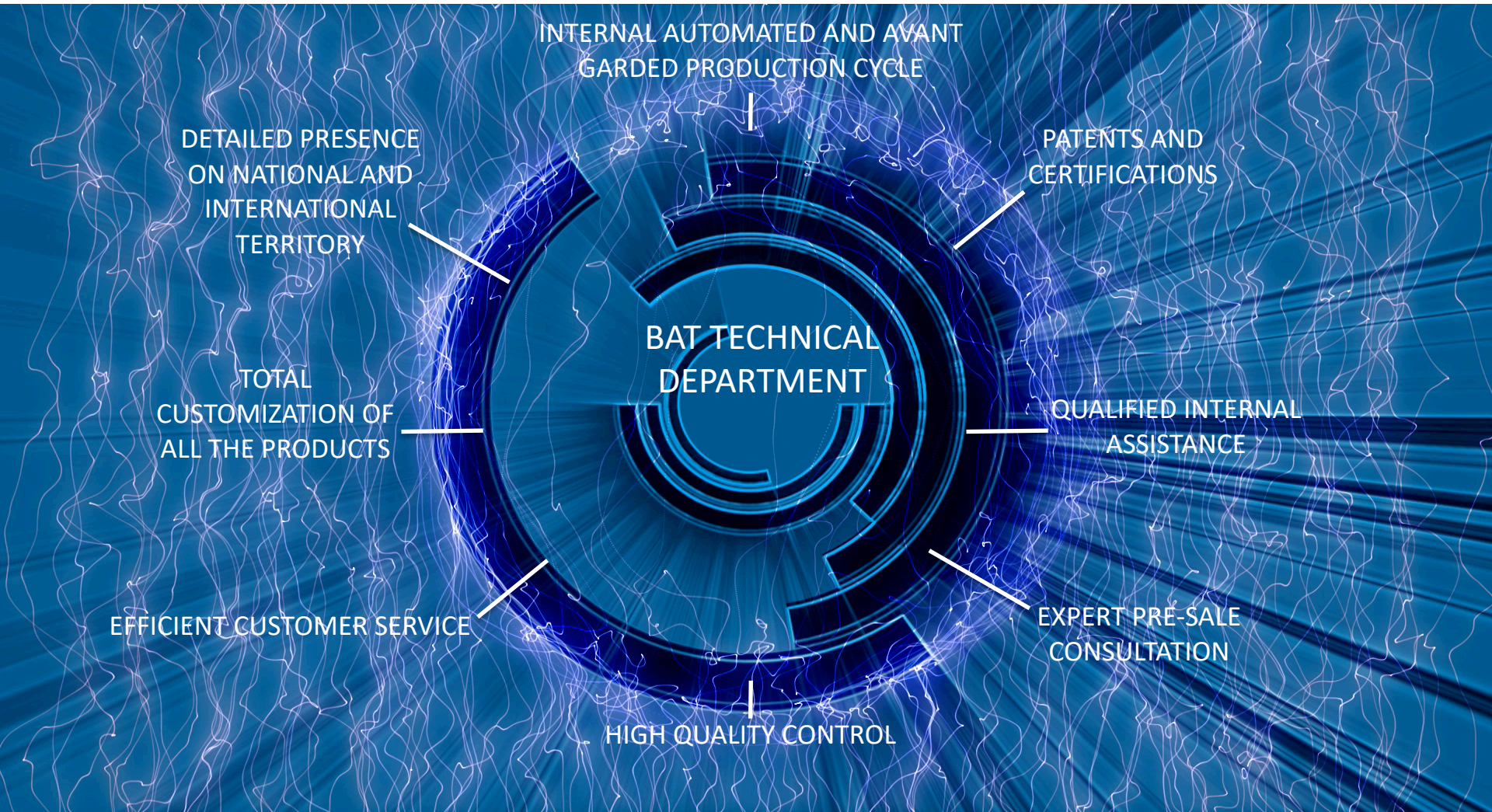
**TO MAXIMIZE ENJOYMENT OF
OUTDOOR LIVING EVERY DAY**

OUR STRATEGY

**TO BECOME THE #1 BRAND
OF OUTDOOR LIVING SOLUTIONS**

WELCOME TO KE

A STRATEGY WHICH MAKES THE DIFFERENCE



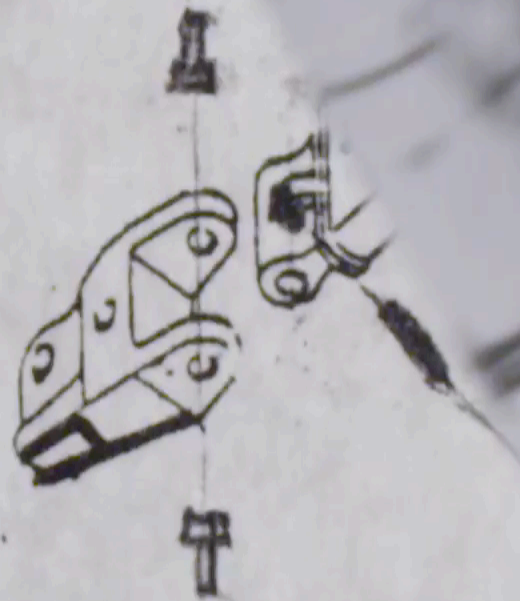
CONTINUOUS GROWTH IN: AN EXTENDED AND DIVERSIFIED RANGE OF PRODUCTS

- AWNINGS
- SCREENS
- GENNIUS



PERNO m/m 84 dis M/008

SPINA ELASTICA ϕ 5x12 UNI 6873





WELCOME TO KE