

MEDIA RELEASE
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Legend Corporation partners with ABB to distribute global product brands in Australia.

- Legend partners with global powerhouse ABB to supply products including cable ties, glands and conduit systems to Australian customers through its CABAC business
- The global market for nylon cable ties is expected to reach \$253 million by 2026, growing at 9% annually
- The ABB agreement follows the recent partnership with Emerson, each designed to generate 'project demand' and to bring more opportunities to the wholesaler

Legend Corporation Limited (“**Legend**”) is pleased to announce a strategic partnership with ABB, a multinational and market-leading technology leader, for Legend’s CABAC business to be the distributor of ABB’s conduit & fittings, cable ties and cable glands products – a portfolio which includes multiple well known, global product brands including Adaptaflex (conduit systems), Kopex-Ex (explosion proof conduit systems & glands), Ty-Rap, Ty-Fast and Deltec (cable ties), and Nicote (cable glands) throughout Australia.

The addition of ABB’s product range allows CABAC to offer the most comprehensive portfolio of this type in the market and ensures Legend can continue to offer its customer network an even greater range of business-critical and specifiable products to suit their various operations and end-markets.

Cable ties and accessories is one of the fastest growing markets globally, with the value of nylon (or non-metallic fitting) cable ties recently forecast to reach \$253 million by 2026, growing annually at 9%. The Asia Pacific region is dominating this growth by application in electronics and electrical¹. In Australia, Legend estimates the Cable Ties and Glands markets in Australia are valued at \$50 million and \$22 million, respectively.

Speaking about the development, Legend CEO, Gary Uren, said “ABB is a market leader and we are thrilled to partner with a global brand of this calibre to extend their reach and strengthen our capability for bringing innovative technologies to the market.

“This strategic partnership is designed to drive demand generation for Legend’s existing cable, gland and conduit offering, as well as to meet customer needs which are increasingly more specific as end-markets evolve. CABAC will now be able to offer customers the Adaptaflex product line, which is highly specifiable, and we have increased

¹ Nylon Cable Ties Market by Type (Nylon 6, Nylon 6,6, and Others) and Application (Electronics & Electrical, Building & Construction, Automotive, Agriculture, Consumer Goods, Industrial, and Others): Global Opportunity Analysis and Industry Forecast, 2019–2026

our relevance to markets beyond electrical, for example the Industrial Internet of Things or the 5G telecommunication roll-out.

“The ABB partnership also means we now offer a range of explosion-proof cable glands – a product set that complements Legend’s other recent partnership with Emerson and its Appleton solution for explosive-proof protective equipment. These complementary partnerships and product sets means Legend is generating project demand to pull more opportunities through to the wholesaler.”

ABB Australia’s Head of Electrification Business, David Sullivan said that “ABB is looking forward to a long-term partnership with CABAC, to help increase our reach into the local market with some of the industry’s most innovative solutions for conduit & fittings, cable ties and cable glands.”

Proficiency in new technologies is a key influence in the electrical industries growth, and CABAC is ensuring it continues to offer value-added solutions through key strategic partnerships that address new product development and innovation, energy efficiency, and provide flexible pricing opportunities.

Adaptaflex, Kopex-Ex, Ty-Rap, Ty-Fast and Deltec, and Nicote will be available through Cabac Australia from 1 May 2020.

ENDS

About Legend

Legend is a market leading designer, manufacturer and distributor of products and accessories to the electrical, utility, data communications and industrial gas markets. The company also engineers, tests & calibrates and manufactures integrated circuits (micro-chips) and electronic systems for electrical, defence, biomedical and other high-tech industries. The seven divisions that operate within the Legend group are renowned for their best in-class customer service and exceptional on-time delivery of up to 30,000 product lines. The group employs over 350 people across Australia and New Zealand in multiple manufacturing sites, independently certified test laboratories, corporate offices and warehouse holding facilities. Legend was privatised by Australian private equity firm, Adamantem Capital, in August 2019.

About ABB

ABB (ABBN: SIX Swiss Ex) is a technology leader that is driving the digital transformation of industries. With a history of innovation spanning more than 130 years, ABB has four, customer-focused, globally leading businesses: Electrification, Industrial Automation, Motion, and Robotics & Discrete Automation, supported by the ABB Ability™ digital platform. ABB’s Power Grids business will be divested to Hitachi in 2020. ABB operates in more than 100 countries with about 144,000 employees. www.abb.com



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