ADALTRA

PRESS RELEASE

CAE Groupe becomes ADALTRA : a new identity serving international ambition

For more than 35 years, CAE Groupe has established itself as a leading player in cable and connectivity solutions, with renowned brands such as MMC, S2CEB, Axindus, Casanova, and others.

In September 2025, the company takes a new step forward in its development and becomes **ADALTRA**.

This name change represents much more than a visual evolution: it reflects a profound strategic transformation, placing innovation, internationalization, and sustainability at the heart of its growth model.

A name driven by ambition and openness

The name ADALTRA originates from the Latin expression ad astra per aspera ("to the stars through challenges"). It embodies both the Group's ability to meet technological and environmental challenges and its openness to others—whether clients, partners, or employees.

With its signature "We make the connection", ADALTRA affirms its purpose: creating connections. Between cables and infrastructures, between data and applications, and—above all—between ideas, energies, and people.

A clear strategy to accelerate growth

This rebranding is part of an ambitious growth plan aimed at tripling the addressable market, built on three major pillars:

- **An expanded and differentiated offer :** moving from cable products to comprehensive solutions, integrating connectivity, TV distribution, displays, automation, and tailored services.

- **International development:** following Spain in 2024 and Saudi Arabia in 2025, new locations will further strengthen the Group's European and global presence.

- **Strong environmental ambition :** a 50% reduction in emissions (Scopes 1 & 2) and 25% in Scope 3 by 2030, eco-design, certified traceability, and a clear target of joining the Top 5% of EcoVadis-rated companies by 2026.

A brand serving its markets

With **14 strategic markets** (defense, marine, energy, data centers, healthcare, hospitality, real estate, and more) and **10 solution ranges** (passive and active networks, power, security, audiovisual, TV distribution, sound systems…), ADALTRA positions itself **as the bridge between technology and services.**

Its 250 employees, based in France and Spain, together with a distribution network covering 35 countries, embody this ambition every day by combining technical expertise with a strong culture of service.

A clear goal: becoming a global leader in sustainable connectivity

From a well-established French player, ADALTRA now positions itself as an international group, resolutely focused on innovation, operational excellence, and social responsibility.

"**Everything begins with a connection.** With ADALTRA, we aim to become a trusted partner across Europe and worldwide for our clients. A partner that pushes the boundaries of connectivity and opens new paths—connecting technologies, talents, and territories to build a more efficient and more sustainable future," says Bruno Poisson, President of ADALTRA.

About ADALTRA

Evolving from CAE Groupe, ADALTRA designs and provides integrated cable and connectivity solutions. Operating in 35 countries, the company leverages its multi-specialist expertise to serve the most demanding markets—from defense to hospitality, from energy to data centers. With over 250 employees, ADALTRA is committed to creating sustainable connections between infrastructures, applications, and people.

More information : adaltra.fr

we make the connection