



Interview Shortlisted Company – European Small and Mid-Cap Awards 2021

Name of the company
CZG – Česká zbrojovka Group SE
What are the key qualities your company has?
We are the Leading European firearms producer with a global footprint. We are a fast-growing and profitable business, with more than 80 years of production history in the Czech Republic. We believe it is at least in part our focus on R&D which sets us apart. With our experienced management team, strong compliance and ESG focus, we provide a one-stop-shop with complete solutions for multiple customers.
What prompted your company to go public?
We viewed going public as a platform for further growth both organic and via M&A. Specifically, we were looking to raise financing for building additional production capacities outside the Czech Republic (e.g. in the USA). Moreover, we hoped to enhance our transparency, credibility and ESG profile to external stakeholders.
What were the main challenges along the road to becoming public?
The planned launch of the IPO was interrupted by the outbreak of the Covid-19 pandemic in spring 2020. The IPO was therefore postponed to September 2020 while all roadshow/marketing-related initiatives had to be run via electronic means without any physical contact with investors.
What have been the key benefits (for your company) of going public?
Brand recognition, transparency, higher credibility, better access to funding
After going public, what reactions have you had from investors, customers, employees, etc.?
A very positive reception from the investment community, reflected by a nearly 50% increase of the share price since the IPO at the beginning of October 2020.
What experience/advice would you want to share with companies that are thinking of going public?
Get well prepared, and focus on your ESG profile!
Where do you see yourselves in 5 years?
Our goal is to become the world leader in the firearms industry, with revenues of EUR 1 billion by the end of 2025. This would be achieved by production capacity expansion, particularly in the US. By the end of 2025, we would like to increase our production capacity by 50%.

Have you had any assistance from the European Union, e.g. funding projects, etc.

No.

If you had 3 wishes: What should the EU be doing to encourage more SMEs to go public? What should the EU be doing to provide ongoing support for listed companies?

To ease and simplify capital markets regulation and reporting requirements particularly for small and mid-caps.