

Press release July 10th, 2017

The international ownership of Swedencare increases as a foreign institution, which until now has not been a shareholder of the Company, has acquired shares in Swedencare

The Pet Healthcare Company Swedencare AB (publ) ("Swedencare" or "Company") with its shares registered on NASDAQ First North, informs today that a foreign institution, which until now has not been a shareholder of the Company, has acquired 1,9 % of the shares in Swedencare.

The sellers of the shares are Håkan Svanberg & Co Health Care AB, Mastan AB och JCC Group Invest Sweden AB ("The selling parties") who have transferred 300 000 shares, representing 1,9 % of the total issued shares. Of these 300 000 shares, Håkan Svanberg & Co Health Care AB transferred 100 000 shares, Mastan AB 100 000 shares and JCC Group Invest Sweden AB 100 000 shares.

The selling parties' ownership in Swedencare is, after the transaction, a total of 9 275 685 shares, representing 58,8 % of the total number of issued shares in the Company. The ownership of the selling parties after the transaction is divided as follows: Håkan Svanberg & Co Health Care AB (5 070 982 shares), Mastan AB (2 102 352 shares) and JCC Group Invest Sweden AB (2 102 351 shares). Håkan Svanberg & Co Health Care AB remains as the largest shareholder of the Company with 32,2 % of the total number of issued shares of Swedencare.

Håkan Lagerberg, CEO Swedencare, comments:

"As mentioned earlier the interest to invest in Swedencare is significant and when an international institution showed interest we found a solution with the main owners to accommodate this. As we sell our products in over 50 countries we see an advantage to have a broad base of international owners which further benefits our continued international growth."

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Om Swedencare

Swedencare utvecklar, marknadsför och säljer premiumprodukter på den globala och snabbväxande marknaden för hälsovårdsprodukter till katt, hund och häst. Bolagets produktfamiljer ProDen PlaqueOff och NutriScience säljs idag i cirka 50 länder. Med ett globalt distributionsnät omfattande fem egna dotterbolag i Frankrike, Irland, Norden, Storbritannien och USA respektive ett internationellt nätverk av återförsäljare. Swedencares omsättning har ökat kraftigt under ett flertal år med hög lönsamhet. Styrelsen och ledningen i bolaget har lång och bred erfarenhet av internationell marknadsföring och försäljning.