

Press release 23 October 2018

Bygghemma Group strengthens position in Finland through acquisition of Edututor

Today, Bygghemma Finland (“Bygghemma”) has successfully acquired Edututor Oy, a leading online player in Finland with proprietary brands in grilling, LED lighting and kitchen products. The acquisition will strengthen Bygghemma’s category expertise within these categories.

Mikael Olander, President and CEO of Bygghemma Group, on the acquisition: “I want to welcome Edututor and its competent management to Bygghemma Group. We constantly strive to improve our category expertise and Edututor is a company that is a good match with our acquisition criteria. The Company holds a strong position in its segments – a position that will now help to strengthen Bygghemma Finland’s category expertise and leadership considerably. Our objective going forward is to continue to supplement our rapid organic growth in Finland with selective acquisitions.”

Edututor was founded in 2010 and, since then, has had a compound annual growth rate (CAGR) of around 37 percent. The company conducts sales through a number of online stores, the largest of which are Grillikauppa.com, Led-Valot.fi and Paista.fi. In 2017, the company had sales of approximately EUR 4.5 million, with an operating profit of around EUR 120 thousand.

Bygghemma will continue to operate Edututor as an independent entity within the DIY segment in Finland.

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About Bygghemma Group

Bygghemma Group is the leading online supplier of home improvement products in the Nordic region. We offer our customers a broad product range at attractive prices, with convenient home delivery. We conduct operations in two segments: DIY and Home Furnishing. DIY comprises sales of products from well-known brands for homes and gardens, and Home Furnishing comprises sales of furniture and home decor, mainly under proprietary brands. Bygghemma Group includes a wide range of webstores, such as Bygghemma, Trademax, Chilli and Furniturebox. Bygghemma Group had sales of approximately SEK 4.4 billion in 2017, has its head office in Malmö and is listed on Nasdaq Stockholm Mid Cap.