



PEN signs shop fitting frame agreement with ICA Sverige

Pen Concept Group AB ('PEN') has, through its wholly owned subsidiary PEN Shop Concept AB, entered into a frame agreement with ICA Sverige AB. Through the agreement, PEN is selected supplier of shop fitting products, initially for the concept Health & Beauty towards ICA Maxi and ICA Kvantum stores.

Johan Burtus, CEO of PEN Concept Group AB, explains:

"This frame agreement is yet another proof that our consistent and long term efforts to enable close relations with some of the largest market players have been successful. We are convinced that our broad offerings and ability to provide solutions within other business areas, e.g. restaurant interior, has been an important contributor for this agreement. It brings a strong competitive advantage in each separate project to rely on this frame agreement."

For any inquiry regarding this press release, kindly contact:

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This information is insider information that PEN Concept Group AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication through the agency of the contact person set out above, on July 2, 2018.

PEN Concept Group in brief

PEN Concept Group AB, headquartered in Jönköping, Sweden, is a turnkey supplier of interior products and solutions for shops, exhibitions, events, restaurants and showrooms. The group coordinates all required resources to offer customers both standard and customized interior solutions, including large scale productions. The Swedish operations is channelled through the subsidiaries PEN Interiör AB, PEN Shop Concept AB and Goods Sweden AB. The group also has a production and distribution facility, Qingdao Oboya Shop Concept Co., Ltd. in China.

The PEN brand represents solid know-how and experience in design, engineering, production and installation services for exhibitions, restaurants and retail customers. The GOODS brand covers a turnkey product range for restaurant businesses, including kitchen machinery, furniture and utensils.