

Stockholm 2022-07-11

## PRESS RELEASE

# Advania Sweden strengthens its hardware offering through the acquisition of 3StepIT's Front End Services

The transaction includes a transfer of highly specialized employees and a state-of-the-art logistic center tailored for Front End Services. This will allow Advania to continue to build the highest level of quality hardware solutions for its customers.



*Image: Strengthening the one stop shop offering to customers with Front End Services*

Front End Services will allow Advania to personalize the IT equipment before it arrives to the customer, including services like personal email account, delivery, installation of software and repackaging. Advania is happy to welcome new employees to the group and to continue to create a first-class workplace. The Advania group aims to become the preferred IT service provider in Northern Europe and offer holistic one stop shop solutions to existing and new customers.

- The key reason for pursuing this transaction is to increase the quality to our existing customers. Based on the large volume of devices we provide to our customers, we can now further strengthen our offering with cost efficient and seamless solutions to the market, says Tomas Wanselius, CEO of Advania Sweden.

Through the solid relationship between Advania and 3StepIT over many years, the parties have concluded that the Front End Services should be operated by Advania to accelerate growth in the core businesses for both companies.

- After successfully having built a first-class logistic and configuration center that provide a full range of Front End Services, we believe that Advania is the logical partner to accelerate and take the operations to the next level. I'm very proud of the skilled employees that now will change employer. Advania now have every opportunity to develop a best-of-bread hardware offering in the market, says Jakob Lagander, CEO of Sweden.

Advania is a portfolio company of funds managed by the Private Equity team at Goldman Sachs Asset Management.

**For more information, please contact:**

**Advania Sweden**

Tomas Wanselius, CEO Advania Sweden

E-mail: [tomas.wanselius@advania.com](mailto:tomas.wanselius@advania.com)

Phone: +46 70 454 35 24

**3StepIT Sweden**

Jakob Lagander, CEO 3stepIT Sweden

E-mail: [jakob.lagander@3stepit.com](mailto:jakob.lagander@3stepit.com)

Phone: +46 72 395 62 73

**About Advania**

Advania is a Northern European IT-services company, with roots back to 1939, operating in Sweden, Norway, UK, Iceland, Finland and Denmark with more than 4,000 employees. The company focuses on helping customers to improve their performance and be a partner in their digital journey, with innovative use of best available IT platforms and services. Advania serves thousands of corporate customers, multinational enterprises, governments and public institutions, large, small and medium-sized companies in all aspects of society.

For further information, please visit [www.advania.com](http://www.advania.com)

**About 3StepIT**

3stepIT is a Technology Lifecycle Management provider with an ambition to reduce e-waste and global emissions by helping businesses to consume technology more sustainably. 3stepIT offers an end-to-end approach to acquiring, managing and refreshing IT devices that is cost-efficient, convenient and environmentally friendly. The company, which serves more than 4,000 businesses worldwide, plays an active role in the circular economy by refurbishing and reselling end of life IT devices. In doing so, it prevents over half a million devices from being destroyed and sent to landfill each year.

Headquartered in Helsinki, Finland, 3stepIT employs more than 400 people and operates refurbishing centres in Finland, Sweden and Norway.

For further information, please visit <https://www.3stepit.com/>

## **About Goldman Sachs Asset Management Private Equity**

Goldman Sachs Asset Management provides clients around the world with a dedicated partnership and focus on long-term performance. As the primary investing area within Goldman Sachs (NYSE: GS), we deliver investment and advisory services for the world's leading institutions, financial advisors and individuals, drawing from our deeply connected global network and tailored expert insights, across every region and market—overseeing more than \$2 trillion in assets under supervision worldwide as of December 31, 2021. Driven by a passion for our clients' performance, we seek to build long-term relationships based on conviction, sustainable outcomes, and shared success over time. Goldman Sachs Asset Management invests in the full spectrum of alternatives, including private equity, growth equity, private credit, real estate and infrastructure. Established in 1986, the Private Equity business within Goldman Sachs Asset Management has invested over \$75 billion since inception. We combine our global network of relationships, our unique insight across markets, industries and regions, and the worldwide resources of Goldman Sachs to build businesses and accelerate value creation across our portfolios.

For further information please visit [www.goldmansachs.com](http://www.goldmansachs.com)