



# BHG completes the acquisition of HYMA

21 JULY 2021, 18:00 P.M. CEST

On 9 June 2021 BHG Group AB (publ) ("BHG") announced that BHG had entered into an agreement to acquire 92.2% of the shares in HYMA Skog & Trädgård AB ("HYMA"). BHG has today completed the acquisition.

HYMA holds a leading market position in a number of BHG's core categories such as garden, tools and leisure with a broad portfolio of external and proprietary brands. The acquisition will further strengthen BHG's breadth and depth in key DIY categories, creating favourable opportunities for continued growth in BHG's online platforms in the Nordic region. BHG sees opportunities for significant synergies through scale and sourcing advantages, cross-selling and sharing of best practices. For further information, see BHG's press release on 9 June 2021.

The initial consideration for 100% of the shares in HYMA amounts to approximately SEK 1,100 million. As previously announced BHG pays SEK 542 million in cash consideration. The remaining part of the initial consideration, approximately 458 million, is paid through issuance of new shares in BHG. Accordingly, the board of directors of BHG has today, based on the authorisation granted by the general meeting, resolved to issue 2,887,293 new shares in BHG. The issue price corresponds to an amount of SEK 158,48 per share, which is based on the volume-weighted average price for the BHG share during the 30 trading days immediately prior to the signing of the agreement, meaning up to and including 8 June 2021. In addition, there is an earn-out based on EBITA for 2022 of up to SEK 500 million.

The newly issued shares correspond to approximately 2.3% of the total number of shares and votes in BHG after the issue. Following the issue, the total number of shares and votes in BHG amounts to 123,815,730. The members of the management team of HYMA have undertaken not to dispose of any BHG shares for a period of six months from the issue.

## For more information, please contact:

Adam Schatz, President and CEO of BHG Group  
Tel: +46 (0)709 32 43 00. E-mail: [adam.schatz@bhgggroup.se](mailto:adam.schatz@bhgggroup.se)

Johan Hähnel, Head of Investor Relations, BHG Group  
Tel: +46 (0)70 605 63 34. E-mail: [johan.hahnel@bhgggroup.se](mailto:johan.hahnel@bhgggroup.se)

*The information was submitted for publication, through the agency of the contact persons set out above, at 18:00 p.m. CEST on 21 July 2021.*

## About BHG

BHG is the number 1 consumer e-commerce company in the Nordics. In addition to our Nordic operations, we also have a significant presence in the rest of Europe, as well as in selected markets outside of Europe. Our strong position in these markets makes us the largest European online pure-play within the home improvement space, meaning do-it-yourself and home furnishings. With an ecosystem of online stores, supported by physical destinations and services, such as last-mile deliveries and installation, we offer the market's leading range of well-known external and strong own brands, totalling close to 1 million unique products and encompassing a complete offering within DIY, leisure, furniture and furnishings.

The Group includes over 100 online sites – including sites like [www.byggghemma.se](http://www.byggghemma.se), [www.trademax.se](http://www.trademax.se), [www.chilli.se](http://www.chilli.se), [www.furniturebox.se](http://www.furniturebox.se) and [www.nordicnest.se](http://www.nordicnest.se) – and over 70 showrooms. We are headquartered in Malmö, Sweden, with operations throughout Europe. Our share is traded on Nasdaq Stockholm, under the ticker "BHG."

The BHG brands employ more than 2,000 people, working every day to create the ultimate online shopping experience by combining an unbeatable product range with smart technology, leading product expertise and a broad range of services.