

CapMan

CapMan joins #Steps4Tukikummit campaign, where companies unite for the benefit of children and youth

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CapMan is taking part in the #Steps4Tukikummit charity campaign, which is being organised for the third consecutive year. Four companies and hundreds of employees are joining forces to raise funds for the Tukikummit Foundation. The shared goal is to move the equivalent of one lap around the globe – accumulating approximately 50 million steps.

The companies taking part in the charity campaign in spring 2026 are CapMan, PwC Finland, Otava Group and SAM Headhunting Finland. The purpose of the campaign is to raise funds to support children's and young people's access to hobbies and extracurricular activities, thereby contributing to a more equal society where every child and young person feels a sense of belonging.

The campaign encourages employees, clients and stakeholders of the participating companies to get active together. Every kilometre moved increases the funds raised for the Tukikummit Foundation, through which 100% of donations go directly to families in need.

“Through Tukikummit, every kilometre we collect is converted directly into concrete support for children and young people whose families are facing financial challenges. The support gives young people the possibility to take part in meaningful hobbies, which strengthen their sense of belonging and help prevent social exclusion. At the same time, the campaign strengthens employee wellbeing and team spirit at CapMan. We are glad to join the #Steps4Tukikummit campaign for the third consecutive year,” says **Pia Käll**, CEO of CapMan.

“The opportunity to participate in hobbies is important for a young person's development, as it strengthens self-confidence and a sense of belonging. It is inspiring to see several companies once again joining forces to support this important cause. The campaign offers a meaningful way to combine employee wellbeing and community spirit with concrete impact for children and young people,” comments **Joakim Frimodig**, Chair of the Boards of CapMan and the Tukikummit Foundation.

The campaign will culminate in May at the Helsinki City Run event, where participants will celebrate their shared journey and the steps accumulated together.

The Tukikummit Foundation has already supported 24,000 children

The weakening financial situation of families and the rising cost of hobbies are increasingly limiting children's and young people's opportunities to take part in extracurricular activities. In

Finland, more than 137,000 children live in low-income families, and one in three of them has had to give up a hobby.

Last year, the #Steps4Tukikummit campaign successfully raised €150,000 for the Tukikummit-säätiö.

“It is inspiring to see different companies joining forces to help children and young people. Working together is not just a campaign – it is a movement that brings hope to families who need it most. The participation of companies shows that in Finland, there is a genuine willingness to take responsibility for the future through actions, not just words. Every step opens doors for children to hobbies, communities and meaningful experiences. Our collaboration with companies is invaluable; together, we can build a Finland where every child has the opportunity to grow, belong and find their own path,” says **Emilia Åberg**, CEO of the Tukikummit Foundation.

Founded in 2007, the Tukikummit Foundation was established at the initiative of Sauli Niinistö, Sari Baldauf, Björn Wahlroos and Hjallis Harkimo. The Foundation is committed to providing direct support to children and young people from low-income families, particularly to cover the costs of hobbies. By 2026, the Tukikummit foundation’s support will have reached approximately 24,000 children and young people.

CapMan has been a long-term partner of Tukikummit since 2014. Over the years, the partnership has evolved from purely financial support into broad collaboration, providing expertise and resources that help the foundation develop its operations and enhance its fundraising efforts.

For more information:

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About CapMan

CapMan is a leading Nordic private asset expert with an active approach to value creation and 7.2 billion euros in assets under management. As one of the private equity pioneers in the Nordics we have developed hundreds of companies and assets creating significant value for over three decades. Our objective is to provide attractive returns and innovative solutions to investors by enabling change across our portfolio companies. An example of this is greenhouse gas reduction targets that we have set under the Science Based Targets initiative in line with the 1.5°C scenario and our commitment to net-zero GHG emissions by 2040. We have a broad presence in the unlisted market through our local and specialised teams. Our investment strategies cover real estate and infrastructure assets, real asset debt, natural capital and minority and majority investments in portfolio companies. We also provide wealth management solutions. Altogether, CapMan employs around 200 professionals in Helsinki, Jyväskylä, Stockholm, Copenhagen, Oslo, London, Luxembourg, and Düsseldorf. We are listed on Nasdaq Helsinki since 2001. www.capman.com.