

Press release 5 December 2014

Semcon signs agreement to sell Zooma by Semcon AB

Semcon is selling Zooma by Semcon AB to Arena Media AB, majority owner of Valentin & Byhr Group, with an expected takeover date of 30 December 2014, subject to certain conditions in the transfer agreement being met.

“We are constantly reviewing our offer in the business area and can confirm that Zooma and other business activities have developed over time and focused their respective offers so that relatively small synergies remain today. With Arena Media, we have found a new owner for Zooma who is able to provide new added value that enables continued positive development for both Zooma's customers and its employees,” says Johan Ekener, President of business area Product Information at Semcon.

Zooma is active in online marketing and communication. Around 20 people currently work at Zooma, based in Göteborg.

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Semcon is a global technical company active in engineering services and product information. We have over 3,000 employees with extensive experience from many different industries. We develop technology, products, plants and information solutions along the entire development chain and also offer many other products and services including quality control, training and methodology development. Semcon boosts customers' sales and competitiveness through innovative solutions, design and solid engineering. The Group had sales of SEK 2.5 billion in 2013 with activities at more than 45 sites in Sweden, Germany, the UK, Brazil, China, Hungary, India, Spain and Norway.