

Storskogen strengthens its Nordic leadership in professional haircare

Press release, 2025-11-05

Storskogen has acquired a majority of the shares in Frameda Oy ("Frameda"), a Helsinki-based distributor and brand partner within professional haircare. With sales of approximately EUR 10.7 million, approximately SEK 119 million, in 2024, the company is expected to continue its strong growth in 2025.

Founded in 2014, Frameda partners with internationally renowned brands including KEVIN.MURPHY and K18Hair and has developed several in-house brands. Frameda serves more than 3,000 professional salons nationwide alongside selected premium retailers.

With the acquisition of Frameda, Storskogen further expands its presence in Finland, where the group had sales of approximately SEK 485 million at the end of 2024. Christer Hansson, CEO of Storskogen, emphasises the strategic importance of the acquisition for the group's Nordic operations.

"Frameda is an excellent fit for Storskogen and an important step in developing our presence in Finland. The company's profitable growth profile makes it a compelling long-term platform", says Christer Hansson, CEO of Storskogen.

The acquisition aligns with Storskogen's health and well-being investment theme and complements existing operations in Sweden, Norway, Denmark and Switzerland. Åsa Murphy, Head of Business Area Trade at Storskogen, also notes that Frameda will expand the group's position in skincare, cosmetics and professional haircare which accounted for about SEK 3 billion in sales in 2024.

"Frameda brings a strong market position in Finland and completes our Nordic platform within professional haircare, adding strong partnerships, customer engagement and a clear focus on quality that align closely with our long-term ambitions for the Trade business area", says Åsa Murphy, Head of Business Area Trade at Storskogen.

Frameda will continue to operate under its current brand and management. Founders Johanna Kananen, CEO, and Jarno Kananen, Chair of the Board of Directors, will remain active in the company following completion of the acquisition.

"Joining Storskogen is the natural next step in our journey. We have built Frameda upon quality, trust and education for salons. With Storskogen's network and Nordic know-how, we look forward to deepening brand partnerships, expanding our own ranges and serving more salons across Finland", says Johanna Kananen, CEO and co-founder of Frameda.

Frameda will be part of Storskogen's Consumer Products vertical within the Trade business area. The acquisition was completed on 3 November 2025. It is expected to have a marginally positive impact on Storskogen's earnings and EBITA margin.

For more information, please contact:

Andreas Lindblom, Head of Investor Relations

+46 72 506 14 22

andreas.lindblom@storskogen.com

For media inquiries, please contact:

Michael Metzler, Head of Communication

+46 73 305 59 55

michael.metzler@storskogen.com

About Frameda Oy

Frameda is a Helsinki-based distributor and brand partner within professional haircare products, hair extensions, tools and accessories. Founded in 2014, the company represents premium international brands and develops successful in-house product lines, serving professional hair salons and selected retailers across Finland.

ABOUT STORSKOGEN

Storskogen is an international group of businesses across trade, industry and services. With a long-term ownership horizon, Storskogen acquires and develops leading small and medium-sized businesses in selected industries. The company has approximately 11,000 employees and generates net sales of SEK 33 billion. Storskogen is listed on Nasdaq Stockholm. www.storskogen.com

We have recently expanded our news distribution to offer industry insights, articles from our experts, business unit updates and case studies. To receive the full range of Storskogen news, update your subscription here:
<https://www.storskogen.com/media/subscribe/>