

Stockholm, January 20, 2022

Altor-owned Network of Design acquires Kid's Concept

Network of Design (NOD), which was founded by Altor in 2020 and consists of String Furniture, Photowall and Cooee Design, have acquired the Borås-based toy and interior design company Kid's Concept. NOD's ambition has from the start been to establish a leading network for ambitious entrepreneurs and design companies with strong brands and support them on their geographical and online expansion and continued work on product development

"We have had a fantastic 2021 with very good growth in all companies," says NOD's CEO Therese Hillman. "We have received a lot of attention from other design companies to join the network, and I am now happy to present and welcome Kid's Concept. Already at our first meeting I felt that they fit perfectly with their products and strong team and they are already a natural part of the network. "

Kid's Concept, which in 2021 had sales around SEK 100 million, was founded in 2007. The company develops self-designed high-quality products with sustainability in focus that meets the children's needs and stimulates play and development.

"We had never considered the idea of bringing in another partner in the company, but with NOD it felt like the perfect partner," says Kids Concept founders Anna Enander and Amelie Råberg CEO and CMO of the company. "We have had a fantastic development since the start and have grown strongly both in Sweden and internationally. Exports today account for 80% with sales in 30 markets, mostly in Europe. To take us to a new level, there is a lot to learn from all the experts in NOD but also from the other companies in the group. We look forward to the next part of the journey and come out even stronger."

NOD, which with the new acquisition has four companies in the Group, sees great interest among others design brands to join the network. The main growth for NOD is a combination of new acquisitions and from the organic growth seen in all the Group's companies, driven by both online and international sales growth.

For more information, please contact:

Therese Hillman, CEO Network of Design, +46 739 48 40 67

www.nodgroup.com